

THE Publishers' Weekly

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No. 3

COMING AUGUST 27—the Experiences of

a Woman

in the French Foreign Legion—

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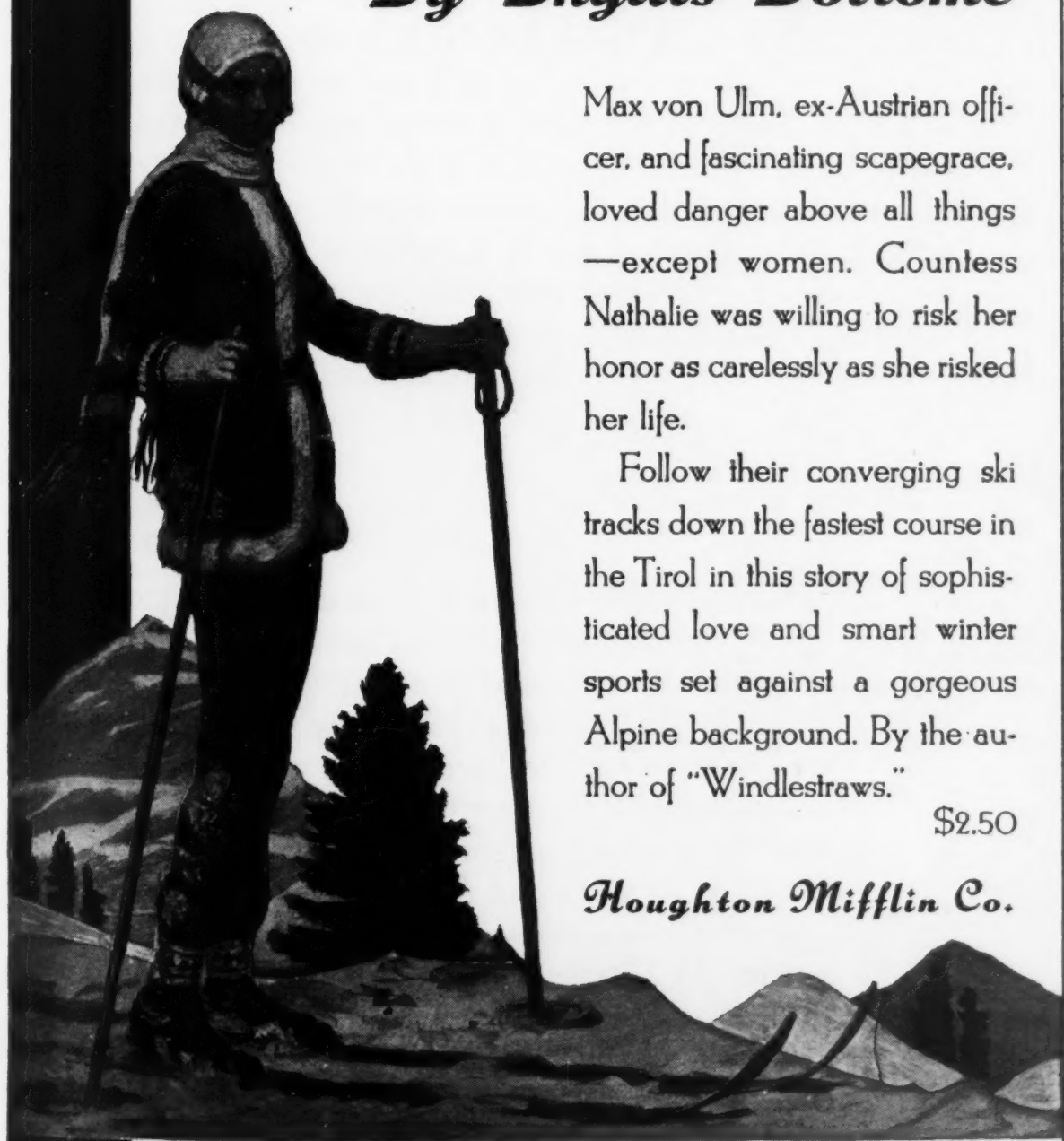
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The Constance Letters of CHARLES CHAPIN

OSSINING, N. Y.

ST. PATRICK'S DAY, 1929. *

Jest about it as you do, I am confident that this will be positively your last visit to me. You will be a long time in the west, and if you ever do return, which I very much doubt, I shall be silently at rest in Glenwood. You know I am striving along toward my 71st milestone, and few men nowadays live to that age, especially men who have been as active as I. Not much left for me to live for, anyway. I enjoy the flowers, the trees I have planted, my large collection of beautiful birds, and most of all my wonderful radios, but there are so many hours of deadly loneliness I often feel that I will be very glad when I can go to sleep and forget about everything. Don't think me morbid, I'm not—just tired of it all and ready to quit.

I am sorry that you are determined to go so far away, my dear, a selfish regret, I admit. I had hoped that you would come to New York and be nearer to me, for no one needs you so much as I do. But I know that an old man mustn't expect to be coddled, so I'll just sit tight and be placid and content as possible until the trumpet calls me to Glenwood, ever grateful for all I have had.

My love to you, as always.

CHARLES CHAPIN # 96960

LAST January George T. Bye came to our office with the manuscript of this book. He said he believed it would be one of the most important books of the year. George T. Bye said the same thing when he brought us *The Cradle of the Deep* (which we published) and *The Education of a Princess* (which we turned down). I have read no manuscript that has absorbed me so since *The Cradle of the Deep* and *Bambi*.

Briefly, it is a series of letters (dating from 1924 to 1929) written by Charles Chapin from Sing Sing (he was sent there for murder) to a young girl named Constance.

Chapin was known as the hardest boiled city editor that ever lived. H. T. Webster tells me the story that one day

*This is part of the last letter Chapin wrote Constance

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CHARLES CHAPIN No. 96960

at The New York World office Chapin was away ill. One of Chapin's star reporters was told about it. His commentary was: "Nothing trivial I hope."

And what about Constance? Constance (who prefers that we do not use her last name) had read Chapin's book, *My Story*, and had felt impelled to write him. Out of the thousands of letters Chapin received in prison, Constance's rang sincere, genuine. He replied. The correspondence grew. They met, and fell in love. Here are all his letters to her.

Chapin told Constance that after his death she might do whatever she wished with his letters. We are glad to publish them. Intimate though they be, they reveal a new side of a man who has been (justly at times, perhaps) much maligned. But, much more than this, they reveal a capacity of love and tenderness in strange circumstances, they form a history of an epoch (1924 to 1929) and they make a book which, however unlike anything ever published before, is, I think, a work of art.

I would like to send a copy of *The Constance Letters* to booksellers who believe from what I have written here that this may well be a great book.

Richard L. Simon

THE CONSTANCE LETTERS OF CHARLES CHAPIN

Edited with an introduction by Constance herself & Elinor Early
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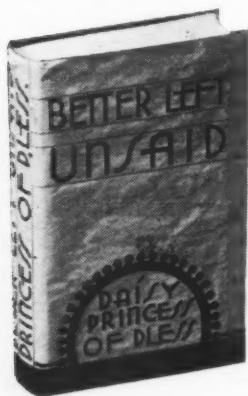
DUTTONATIONS

Today, Thursday, July 9th, we are celebrating the first birthday of *BETTER LEFT UNSAID*, by Daisy, Princess of Pless. This book was published just a week ago, Thursday, July 2nd. Young books, like babies, have weekly birthdays. It is not until they get older that they have to put up with less interest on the part of other people, and a yearly birthday.

Today is also the birthday of *A FAREWELL TO INDIA*, by Edward Thompson, and *MURDER BY FORMULA*, the Dutton Clue Mystery for July. This has been a strenuous week. What with the reception accorded these three books, the Fourth of July week-end and this especially hot weather all coming at the same time . . . we have even lost count of when it is we are going to have our vacation!!!

Apparently our policy of trying to take full advantages of the sales possibilities of all the books we publish without too much unnecessary and unwarranted optimism in selling these books to the trade, has many advantages. For one thing, we enjoy the confidence of booksellers and book buyers. Our salesmen are not faced with quantities of unsold Dutton books and we ourselves are not faced with even larger quantities of the same unsold books "back from their On Sale sightseeing tours of the countryside." This is one of our contributions in an attempt to keep down the "Job" selling of books so detrimental to publishers and booksellers alike.

One slight difficulty with a policy of this kind is that it is sometimes difficult to keep up with your stock of a fast selling book. We have, however, perfected a system as a result of this policy which makes it almost next to impossible for a fast selling book to be out of stock for more than a week. Booksellers assure us that this is in no way detrimental to the sale of a book.



The advance sales of *BETTER LEFT UNSAID* were within 10% of the total sales of the author's first book, "Daisy, Princess of Pless." This, of course, did not show much pessimism on our part. We knew it was as good a book as the first. We thought it was a better book. But who would have dared prophesy that

it was going to be so much better received by X, the unknown quantity (the general reading public), so essential in a formula of this kind.

We had the third printing in reserve expecting the second printing to take care of the first couple of weeks' reorders (the book had had such a large advance and some booksellers felt that a \$5 book might be slow at this time). The second printing lasted two days and the last of the third printing disappeared yesterday, July 8th. The best we can do under these circumstances, is to get the

fourth printing ready for delivery to the bookstores Thursday, July 16th. The fifth printing will be ready on Tuesday, July 21st. With your cooperation in anticipating your need, the book should not be out of stock for more than a day or two at a time from now on.

On the jacket of *BETTER LEFT UNSAID* we told you what some of the leading British critics thought of this book. Its reception by the American critics has been even more enthusiastic. Ninety-one reviews to date with only one poor review and one non-committal review. The New York Times in a feature review calls it a "well-made and beautifully illustrated volume." "A work of considerable charm." "It will be enjoyed by many." "With her love of the late Victorian Age, she combines vivacity, wit, kindness and cheerfulness." "It was her charm, plus her renowned beauty and the name and wealth of her husband, that account for her exceptional success in Teutonic Society." "She smiled at life and with those around her." "To those who are interested in the chronicle of the aristocratic world of pre-war days, this diary will be invaluable."

"As a whole the book is intensely interesting." "It is truth." "It is real-life, fairy-story, charming, glamorous." "A remarkable gallery of portraits of many of Europe's most prominent personages." "It tells the intimate story of a woman and her marriage."—Portland Evening Express.

"She had the privilege of looking at Kings and Kings had what seems to have been the even greater privilege of looking at her."—Time Magazine.

"She could not write more simply and charmingly of her life." "Through her pages pass the glamorous figures of brilliant Edwardian Society." "One of the world's most famous ladies, her foot kissed by the Maharajah of Cooch and Behar in India." "Though Kings and Kaiser would call upon her, though she had ropes of pearls and never touched mere money, yet she found existence within the walls of the grand castle distinctly 'grandoise'."—William Soskin, N. Y. Post.

"*BETTER LEFT UNSAID* is even more engaging than the author's first book." "These diaries give an extraordinarily fresh and intimate picture of her period and class." "To read her book is like meeting the people at first hand." "She was loved by every man that knew her except her husband."—Isabel Paterson, N. Y. Tribune.

"*BETTER LEFT UNSAID* is a unique and human document." "A story of a brave soul who did her best, who made a friend of almost every one she ever met." "Famous as she was for her dazzling beauty, her wit and vivacity, her story of her life reveals as well a woman of deep sympathy, of great insight and of real and very fine character."—Philadelphia Record.

"Here is a gallant spirit if ever one lived."—Montreal Star.

"An outstanding and permanent addition to the bookshelf." "It is impossible to read this book and not feel yourself a personal friend of the gay and spirited woman who wrote it."—Camden Courier.

"*BETTER LEFT UNSAID* had better not be left unread."—N. Y. Sun.

"Women will enjoy this book."—Harry Hansen, N. Y. World-Telegram.

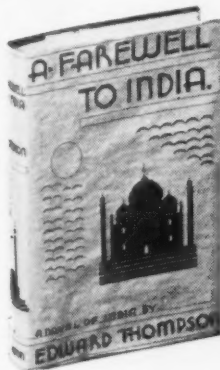
"The whole thick volume has an especial and endearing flavor; it is deliciously feminine and sprightly." "As good reading as you are likely to find among the summer books."—N. Y. Herald Tribune.

"This beautifully bound and jacketed volume will appeal to that vast reading public which enjoys Court Memoirs."—Philadelphia Ledger.

"In this new book the Princess draws aside the curtain on her own personal life."—Chicago Tribune.

"A non-fiction book which should hit the best seller list and stay there for a considerable time."—Brooklyn Times.

"It will give numerous readers a thrill to meet royal persons and their entourages in such intimate circumstances as the Princess has provided."—Newark Evening News.



This is the reception **A FAREWELL TO INDIA** has received from American critics. As in the case of **BETTER LEFT UNSAID**, they equal if not exceed the enthusiasm of the English critics.

In a feature review the New York Times says: "If ever a book was unmistakably veracious it is this strange

brooding novel which so constantly portrays the fact that the author is a poet. Here, one feels instinctively, is the truth. Here, at last, is India. **A FAREWELL TO INDIA** is a fine, distinguished book. It is pervaded with a peculiarly individual humor. It is written with considerable beauty. Most of all, its picture of India is such a one as only an intelligent, a sympathetic, and an extraordinarily perceptive writer could draw.

"With the publication of this book, E. M. Forster has been rivalled if not outclassed. Waiving the matter of comparisons, it is easily the best novel of its kind since **A PASSAGE TO INDIA**."

"This book is epic. It is timely. It is compelling. It is disturbingly informing."—Charles Francis Potter.

"This is a spritely and picturesque novel."—Isabel Patterson.

"**A FAREWELL TO INDIA** is no conventional story. It achieves in its informal and often brilliantly written way a peculiarly intimate and exciting picture of the India behind the conventional stories and social tracts."—William Soskin.

"Here is a vivid personal reaction by an Englishman to the cry that rises from the lips of India's weak and starving millions. It reads like actual fact."—Harry Hansen.

"It is utterly safe to predict that Mr. Thompson's novel will set loose the winds of dispute that lie ready to stir. **A FAREWELL TO INDIA** has a quality of quiet authority that is as rare and restful in a book as in a person. It seems more enlightening than a whole shelf of treatises. Whether or not you have the slightest interest in the fate of the British Empire or the future of India, this story of Robert Aldin will have, I think, excitement and validity."—Mary Ross, The Herald Tribune.

"Everybody who is interested in India and its future should read this book. It is a veritable mine of information and written with rare charm and with great distinction."—Montreal Star.

"Not since **A PASSAGE TO INDIA** by E. M. Forster has a more intriguing novel appeared in this country.

"Mr. Thompson is evidently well qualified to write. This he does in an informal, entertaining manner

made especially readable because of his ever present sense of humor. I think you will be intrigued by **A FAREWELL TO INDIA**."—Chicago Tribune.

"Many books have been written of late about India but this is one of the best of them whether one is eager to gain more information or just to listen to a good story."—Newark Evening News.

"Here is a novel which made a season's record abroad and now comes to America undoubtedly to repeat its conquest. Thompson writes with easy grace, his prose is quiet and easy to read; he has created a masterpiece that should prove rapidly to be a best-seller from coast to coast."—Ohio State Journal.

To date this book has already had 127 reviews without a single poor review. You will probably recall that the English critics called this book "the finest writing on India since Kipling gave us **KIM**."

We haven't sufficient



space to give the reviews of **MURDER BY FORMULA**. This book has had 47 reviews in its first week, every one of them enthusiastic, a rare record for a mystery story, both as to number of reviews and their enthusiasm. The New York Times calls it "An extremely well handled story. In a deft way and *without once*

employing dishonest artifice the author finally unmask the guilty, and does it in a gorgeous dungeon under some houses in, of all spots, Sutton Place."

Brentano's report that it is one of the most active mystery sellers they have, that it is doing better than any previous Dutton Clue Mystery.

Lord & Taylor's report that although only out a week it is already a best-seller among mystery novels.

Gimbel's report that it is doing better than any other Dutton Clue Mystery and one of their best selling mysteries. Their customers are intrigued with the jacket.

Womrath's report that it is moving right along with a large rental in every one of their branches.

Ball & Wilde report that their customers like it and are buying it enthusiastically. They also report that the jacket catches the customers' eye, they pick the book up, give a brief glance through it, then buy it immediately.

The Washington Square Book Shop reports that it is having a big sale with them.

Miss Fleming of the Channel Book Shop is going to read it over the week-end. If you know Miss Fleming you know that this is about the highest praise a publisher could obtain on a mystery.

Mr. A. Kroch, of Chicago writes: "I agree with you. **MURDER BY FORMULA** is the best mystery story you have had in many, many months and I have re-ordered by telegram." Rarely does a publisher get a communication of this kind from Mr. Kroch himself. It is the first I have ever received in the eight years I have been connected with this firm.

This book is at the moment the best selling mystery we have ever had with possibly one exception, **THE RED HOUSE MYSTERY**, by A. A. Milne.

Other Dutton best sellers at this time are **HEART'S GARRISON—1066 AND ALL THAT—THE SECRET LOVER—ANDROMEDA IN WIMPOLE STREET—THE STORY OF SAN MICHELE**.

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By CLARE SHERIDAN

Author of "NAKED TRUTH"

Anne Marie dared oppose the Arabian *Caïd*—but she found human nature the same under brown skin or white. A thrilling romance of Algeria which *The Bystander* calls "One of the frankest and most outspoken descriptions we have had of harem life among the Arabs," and which Rosita Forbes terms "A worthy successor to *Naked Truth*." Stock THE SUBSTITUTE BRIDE for a big summer sale!

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THE LAST DAYS OF SEPTEMBER, by *Pamela Wynne*. Young love against a thrilling Paris background. The most dramatic romance so far

from the popular author of *End of the Avenue*. Aug. 6, \$2. **SINGER OF THE WILDERNESS**, by *William Byron Mowery*. A modern romance in his own *Heart of the North*. Sept. 24, \$2. **I JERRY TAKE THEE, JOAN**, by *Cleo Lucas*. The new Campus Prize Novel. That exciting Life-After-College. Sept. 24, \$2. **MAN MADE THE TOWN**, by *Ruby M. Ayres*. A tender, moving romance by the author of *In the Day's March*. Aug. 20, \$2

DOUBLEDAY, DORAN



8 Important New Titles Have Been Added to UNIVERSAL LIBRARY

THE COMEDIES OF OSCAR WILDE (*Complete and Unabridged*)
 THE BROTHERS KARAMAZOV - Feodor Dostoievsky (*Garnett trans.*)
 NANA - Emile Zola (*Vizetelly translation unabridged*)
 THE THREE MUSKETEERS - Alexandre Dumas
 PRIDE AND PREJUDICE - Jane Austen
 DAVID COPPERFIELD - Charles Dickens
 THE GOLDEN TREASURY - Palgrave
 ANNA KARENINA - Tolstoy (*1090 Pages. Garnett translation*)

GROSSET & DUNLAP - Publishers - NEW YORK

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Who's Known One**

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by Bobbie Meredith \$2.00

It took no startling astuteness to predict that SPEAKEASY GIRL would sell on its title. Advance sales are already beyond expectations—and the name, alone, is responsible. Imagine, then, what a responsive chord it will strike in the reading public. The story, itself, moreover, has that contagious quality which will make one person say to the next, "Bzz, bzz, bzz, and you simply must read it." SPEAKEASY GIRL is a self starter. Merely display it and you'll soon find it in the front rank of your sales and rental list.

READY TUESDAY, JULY 28th

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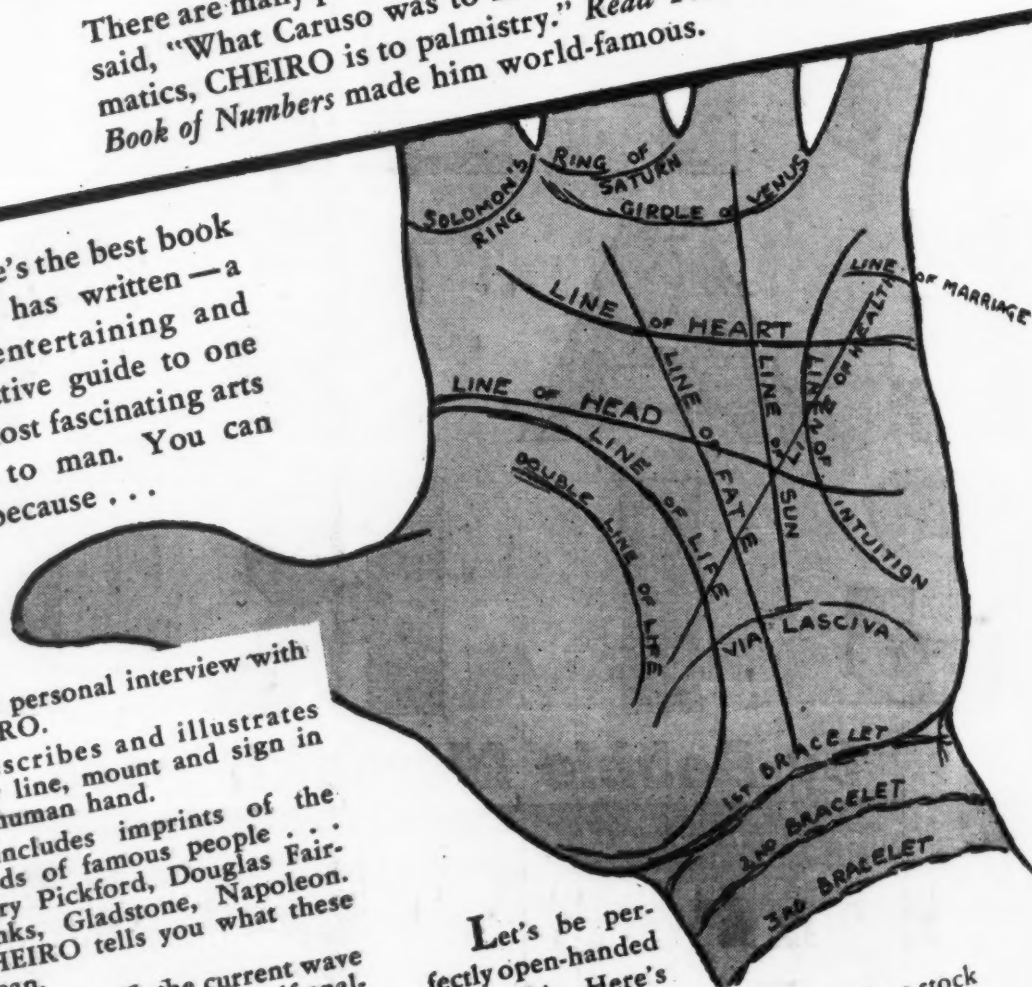
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3. It includes imprints of the hands of famous people . . . Mary Pickford, Douglas Fairbanks, Gladstone, Napoleon. CHEIRO tells you what these mean.
4. It ties up with the current wave of interest in games—self-analysis—and the occult.
5. It is odd-size—durably bound in orange cloth—with 81 drawings and photographs.
6. It is the most complete book yet given to the public on this subject.

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Let's be perfectly open-handed about this. Here's the best book on palmistry ever written. It ought to be a stock item with everybody, everywhere. Opened up, it's a whole window display in itself. You can swear by it—sell it—and read your fortune in its pages! *Coming August 6.*



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Voltaire is Voltaire

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Dostoyevsky is Dostoyevsky

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A complete and unexpurgated edition of "Lives of the Twelve Caesars" (*Suetonius is not a second Wolfson*) will be published on July 28th.

THE MODERN LIBRARY 20 E. 57th St., New York

T H E R E W I L L B E

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Maid in Waiting

THE FIRST NEW NOVEL
IN FOUR YEARS

by

John Galsworthy

The story of a young English girl's fight to save her brother from dishonor, and of two men, an American scientist and an English naval officer, who strove to win her love.

\$2.50

CHARLES SCRIBNER'S SONS, NEW YORK

AN IMPORTANT NOVEL
WITH A STIMULATING TITLE

HER BODY SPEAKS

by AARON MARC STEIN

In the finest sense, this is an adventure story—the adventures of four souls in conflict as the course of their lives brings them together in a phantasmagoria of erotic desire and blood horror. The author has put a powerful magnifying glass on a segment of their lives and has presented their experiences and relationships entirely in terms of their thoughts. Murder, dark atavistic impulses, and mistaken identity both on the physical and psychic planes, together with the staccato tempo of the writing, combine to make this as thrilling and exciting a piece of fiction as we have read in many a day. This is a mature work from the pen of a young author for whom we sincerely believe it will win a place among American novelists who count.

Ready July 28th

\$2.50

1001 AFTERNOONS IN CHICAGO

by BEN HECHT

Continual, insistent demand for this famous collection of short stories which was originally published in 1922 and which has been out of print for more than a year and a half, has made the issue of this new edition imperative. It contains all the striking black and white illustrations by Herman Rosse.

Ready July 28th

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the Publication on August 17th
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HARPER PRIZE NOVEL
BROTHERS
IN THE WEST
By Robert Raynolds

THE JUDGES

CARL VAN DOREN

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PREVIOUS WINNERS

1923 — *THE ABLE McLAUGHLINS*
by MARGARET WILSON

1925 — *THE PERENNIAL BACHELOR*
by ANNE PARRISH

1927 — *THE GRANDMOTHERS*
by GLENWAY WESCOTT

1929 — *THE DARK JOURNEY*
by JULIAN GREEN

HARPER & BROTHERS, 49 East 33rd Street, NEW YORK

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 18, 1931

Has an Author's Face Sales Value?

It Is Interesting to Consider in the Light of Investigation, What Are Considered by Editors to Be Good Publicity Pictures of Authors

Dorothea Lawrance Mann

MAN'S liking for pictures is too old and too firmly fixed to admit of argument. Long before the days when the camera had made photography easy and economical, advertisers had recognized the value of the picture, though it might be the crudest sort of a drawing. The camera can now perform miracles in making an insignificant man appear imposing and even interesting but where once the picture itself was a novelty, we now face the problems of mass production.

In the great game of publicity the book publishers have followed hard on the heels of the theatre people, and it is safe to assert that they have canvassed thoroughly all possible places where authors' pictures may be reproduced. Careful study moreover anticipates the editor's wants. Realizing that he is more likely to use a picture which is at hand than the one for which he has to write and wait, they not only keep him supplied with an unending stream of pictures but a number of publishing firms today take the precaution of sending the picture inside the book so that by no chance will the editor have to hunt through his other mail for it. They ignore the possibility that the editor keeps a file of pictures and when no new picture is available they continue to supply him with more copies of the old picture. Yet the actual percentage of pictures used by most

editors is quite small. Ruth Raphael of the Cosmopolitan Book Corporation covered thirty large "book cities" several years ago, learning that most editors receive more than fifty photographs a week though they use no more than two or three. Rotogravure editors no doubt receive as large a proportion, though their needs are different from those of literary editors. Where once an author's picture was a rarity now some popular authors' faces are almost as familiar as the faces of Lydia Pinkham or the Smith Brothers.

Today few authors are brave enough to refuse the use of their pictures. Many of them are more eager than their publishers to have their pictures reproduced as frequently as possible. The use of authors' pictures has become a kind of shibboleth with modern publishers and authors. At times they seem literally to believe that without a picture a book cannot sell. As in the case of any fact so wholeheartedly accepted as this it is worth while to question to see if it is possible to discover just how and why familiarizing the public with a man or a woman's face can sell books. One always recalls the case of Ethel M. Dell, whose books sell, though no picture of her has ever been reproduced.

When we inquire just how much linking up can actually be found between the publishing of a picture and the selling of a



Masefield, thoughtful and visionary

book, the answers are not so conclusive as we might wish. Most publishers will reply with the same assertion they make with regard to any publicity—that the more times you can bring the author to the mind of the public the better it is for the book. Miss Raphael states her belief decisively that one paragraph of reading matter with a photograph is of more value than a column without a photograph when it comes to calling the public's attention to a book. Here she is speaking concerning news stories about authors. We do

however come up against one of the vital differences between publicity and advertising. In the latter the picture attracts attention, but the text is planned toward selling the article. In publicity the picture may capture the attention, but it is still debatable whether all news stories or what special news stories have selling quality. So far as we personally are concerned there are authors' pictures which have detracted measurably from our interest in their books—though perhaps one should be above such a weakness!—and most certainly there have been news stories and public utterances which have had this effect. It is worth considering whether an authors' utterances on politics, prohibition, women, or a score of other subjects do indeed send people to reading their books. To quote a case in point it would be interesting to know whether the Dreiser-Lewis fight boosted the sales of the books of either author or gained them readers they might not have had. Mr. Dreiser has had a book published since that occasion, and one wonders whether more or fewer people read "Dawn" because of the fight, or whether that largely-featured news story exerted no influence at all.

The one irrefutable argument for pictures lies in the fact that on a page of print the articles illustrated with pictures will attract the attention first. On a book review page where a large number of reviews are appearing on the same page the atten-



Scores of papers used the group picture of Major A. Hamilton Gibbs, Jeannette Phillips Gibbs and Cosmo Hamilton

tion is drawn naturally to those featured with pictures. This is especially true when the picture is what is called a good publicity picture. The requirements of such a picture are first of all that it should be clear. Mr. Ross of Little, Brown and Company adds immediately that it should be informal, that is, a picture "without a hat." To this Mr. Linscott of the Houghton Mifflin Company appends that the pose of the picture is important and that the picture should accord with what you expect of the looks of an author of certain types of books. Without exception publishers have affirmed that drawings are more successful than half-tones, for a drawing is certain of reproducing well on any kind of paper, and it gets across more readily than a photograph. For the same reason caricatures are often reproduced and in many cases offer a welcome change. The taste for caricatures is no doubt a sophisticated taste but the success of many books starts with the sophisticated and spreads downward.

Many publishing houses can tell a story of some one picture out of the many sent to editors which has caught on and far outnumbered the reproductions of all the other pictures together. Houghton Mifflin sent out fifteen pictures of Sabatini before they got a successful one which has been reproduced all over the country in rotogravure sections as well as on literary pages. This picture is not only clear but also in its pose and in the expression of the face emphatically satisfies one's idea of how the author of thrilling and glamorous tales should look. Similarly Macmillan has one picture of Masfield which has been completely successful. It is especially easy to contrast these two pictures to see how each suits the books which the author has written. Sabatini is direct, bold, alert in his glance while Masfield is wholly the poet, thoughtful, visionary, the eyes looking far off into space, the pose of the hand revealing sensitivity.

Little, Brown has had one experience which comes to few publishers in having two and even three members of the same family among their novelists at the same time. This fact in itself has an element of novelty and human interest which, combined with the fact that A. Hamilton



Hutchinson, serious and spiritual



Sabatini, bold and alert

Gibbs has been the author of very popular books, has added to the success of the Gibbs' pictures. Mr. Ross finds that Little, Brown have in their files thirty-eight different clippings showing the earlier front-view photograph of Major Gibbs, twenty-seven clippings of the drawing on the Riviera hotel balcony, while there are fifty-one different clippings of the group of A. Hamilton Gibbs, Jeannette Phillips Gibbs, and Cosmo Hamilton. These fig-



Artist caught the real Trotsky

ures do not represent the total number of times the pictures have been used. Mats in each case were sent out so that the publishers have no means of checking absolutely the number of uses of any of these pictures. These figures do represent how wide and immediate was the response to these particular pictures. These pictures as well as several other pictures of Mr. and Mrs. Gibbs together and of Mrs. Gibbs alone average two columns in width so that the fact of having so much space devoted to them denotes a real success of the picture in each case. This firm can point to a number of other very successful publicity pictures. Mr. Ross draws attention to the fact that the super-sophistication of E. Phillips Oppenheim's expression has always been an asset in his pictures because it suited so perfectly with the sophistication of his stories. There is one Hutchinson picture, moreover, an earlier picture in uniform, where the serious spiritual expression of the idealist seems to illustrate exactly the spirit felt in "If Winter Comes," and this picture became almost as widely known as did that very popular novel.

Mr. Hart of Charles Scribner's Sons points out the way in which drawings can be made which accentuate more than any photograph can the qualities which suggest the books themselves. "The whole purpose," he explains, "of sending out

photographs or drawings is to create a mood which the book itself will satisfy." For this reason he finds the art work in drawings important and feels that different technique must be used for different books. In the drawing of Trotsky "the art work suggests a nervous, febrile, forever restless, driven man who participated in one of the world's most dynamic events. The drawing of Burton, having in mind his translation of the Arabian Nights and of the erotic books of India, and his explorations, is designed to suggest the combination of satyr and adventurer. In each case the literal representation was made subordinate, though not sacrificed."

Few readers are romantic enough to recall a picture no matter how good-looking the author, unless they can tie it up with a book which is being talked about. Once an author is established it is possible to strengthen the public conception by the right sort of picture, as Scribner's did in the case of the familiar picture of Ernest Hemingway with the smile and the open collar. Curiously enough it is only in very recent days that attention has been drawn to the fact that Shelley's face as we know it best bears more relation to the ideal of how the author of the poems should look than to Shelley's actual countenance.

There is a certain kinship between the effect produced by a picture and the effect produced by the public appearance of the author. There have always been some very disagreeable people who have written good books and some very nice people who have failed to write anything save trash. Occasionally we find an author who can sell two or three hundred books at a public appearance, but the majority of them sell much, much less. Some authors possess personalities which are a help to their books while some authors should never be seen and we are almost as certain that some authors' pictures should never be shown. Occasionally an author realizes this fact himself and works helpfully with the publishers in order to secure a successful picture. Miss Raphael points out here that "in this day of fine photography, often one gets a more distinguished photograph from a downright plain author who has the sense to capitalize his or her eccentricities than from an author who insists on the more conventional photograph which

looks like the cover of a candy box. This to be sure is another way of stating that almost universal complaint that the author does not know which are his best publicity pictures and frequently makes life difficult for his publishers by insistence on his own personal preferences."

The hazy artistic picture seems universally condemned for publicity purposes. It is expensive—Miss Raphael says it costs eighteen dollars for enough prints to supply the book editors—and editors do not like it because it does not reproduce well. Many of the publicity people are strongly in favor of the human interest picture showing the author with the dog, cat, or kiddies. Mr. Hart suggests an interesting viewpoint when he comments that such a picture looks so smugly content that its actual tendency is not to suggest that there is a book which should be read but that all's right with the world, and here is absolutely no reason for reading a book at all!

Today, writing books is a very ordinary, every-day affair, and the mere fact that a man or a woman has written a book does not lend their pictures interest. There is good reason to assert that the reproduction of an unknown author's picture is sheer waste. Not until a book has attracted attention can it be hoped that a picture will be of help. In every case we have followed, the successful picture has been preceded by the successful or at least by the discussed book. This seems a fact of very real importance from every standpoint.

Mr. Taylor of Duffield and Green has worked out another interesting point with regard to pictures which provides a further and closer tie-up between pictures and sales. Here again the art work was important and very effective. Mr. Taylor found that the horseman from the box of "From Double Eagle to Red Flag" was reproduced even more frequently than the photographs of Krassnoff. The picture was by Johann Bull, admirably expressing the spirit of the book, and it tied up as no author's photograph could with the book as it looked in the bookshop. This figure of the horseman was used in all the advertising so that this made an all-round tie-up which had very good results. Similarly Mr. Taylor found that the picture of the sitting soldier from "Ten Thousand Shall Fall" was used



Oppenheim, the sophisticate

repeatedly, again linking directly with the book itself. This picture was by Hendrick Van Loon, but more important still was the fact that it expressed so fittingly the mood of the book. Again in the case of the earlier novels of Ann Robeson Burr—"The House in Charles Street," "The House in Smith Square," "The Great House in the Park"—which were published anonymously so that no author's picture was possible, many papers reproduced the pictures of the house from the jackets, once again conveying a suggestion of familiarity which proved very helpful when the reader came to see the book in the bookstore.

In corroboration of the success of this direct tie-up we have the emphatic assertion of a bookseller that no cut is so helpful in selling books as the cut either of the jacket or of some picture from the jacket which helps the eye to pick out that book from the many on the book counter.

The difficulty of the publisher with publicity pictures is very much tied up with the fact that there are two distinct groups whom he must satisfy. The bookseller is naturally interested that he should use pictures which help to sell books. The newspaper or periodical is not vitally concerned with the selling of books but asks news value or human interest in a picture. In the future it will lie more and more with the publisher to discover some way out of this dilemma.

Government Gives Retail Totals

Results of First National Census Revealed

AMERICAN business now has, through the Bureau of the Census, data on distribution to use in studying its sales possibilities, the first that have ever been made available. The totals given are those of business in 1929. Some of the facts are as follows: Total sales volume, \$53,000,000,000.

(\$50,000,000,000 through retail stores; \$1,800,000,000, by direct sales. This sum is equivalent to two-thirds of the total estimated national income).

Number of retail stores, 1,549,000.

Average annual business, \$32,297.

Average stores per thousand population, 12.6.

(8.1 in Alabama to 15 in California, Delaware, Florida and New York)

Goods sold per capita, \$407.

(For family of 3 to 5 persons, \$1200 to \$2000).

Lowest sales per capita, South Carolina, \$171.

Highest, District of Columbia \$681, with California, and New York, \$575.

Highest total sales, New York State, \$7,250,000,000.

Lowest, Nevada, \$50,000,000.

The new Census cost the government \$4,500,000, a figure which includes the cost of setting up the plan and the machinery which would not be included in the costs of future surveys.

Wholesale Sales Are Totaled

The total wholesale sales is \$70,000,000,000. The number of establishments is 169,888. This total includes sales to consumers at retail but does not include wholesale business done by retailers, nor approximately \$11,000,000,000, of sales by manufacturers direct to retailers and \$16,000,000,000 direct by manufacturing plants to industrial consumers.

The volume of wholesaling differs from the retail total of \$53,000,000,000 because it includes exports by jobbers, heavy sales to industrial consumers and some duplications as goods are moved toward the consumer.

The Census indicates, however, that over 50% of the wholesale business is that transacted with retailers.

The last estimate however would not seem to harmonize with the reported totals of retailing, \$35,000,000,000 of merchandise at wholesale would have at least \$50,000,000,000 retail value but there must be a large part of the retail totals that covers merchandise which is bought direct from the producers, as in the book business.

The leading state, New York, has 25% of the country's total, followed by Illinois 9.86, Pennsylvania 6.84, California 5.97, Missouri 4.83, Massachusetts and Ohio 4.44, Texas 4.03.

SOME BOOKSTORE CENSUS TOTALS

| | <i>Number of Stores</i> | <i>Employees Full Time</i> | <i>Net Sales 1929</i> | <i>Stock on Hand</i> |
|---------------------|-----------------------------|--------------------------------|---------------------------|--------------------------|
| New York City | 413 | 2,342 | \$29,313,631 | 7,400,697 |
| Washington | 23 | 159 | 1,551,551 | 269,735 |
| San Francisco | 66 | 378 | 2,982,188 | 1,165,871 |
| Los Angeles | 53 | 380 | 3,186,761 | 790,189 |

NOTE.—These totals do not include department stores or second-hand stores, and do include sales in bookstores of other merchandise than books, one-third of the total in Washington where breakdown is given.

"Wake Up, Mr. Bookseller"?

Further Discussion on "Keep in the Middle of the Road"

JOHN W. Hiltman's recent article "Keep in the Middle of the Road" brought forth answers from several booksellers—answers which were printed in the issues of June 20th and July 4th. This week Mr. Hiltman himself submits the following letter which we follow up with letters from two more booksellers.

John W. Hiltman

My article "Keep in the Middle of the Road" which appeared in the issue of June 13, has brought me so many letters from the booktrade commending what was said, and so contrary in tone to the general thought behind the articles that followed, written by members of the booktrade and officers of the American Booksellers' Association, that I believe it not without interest to publish one of the letters received, which carries the ideas so many have expressed but not quite so succinctly. I have chosen, with his permission, the letter of J. Glenn McFarland, Treasurer of Coe Brothers, Springfield, Illinois, and here it is.

Dear Mr. Hiltman:

Some time ago we received your letter and just this afternoon in glancing through the *Publishers' Weekly*, we read your letter as the first item in the June 13 issue.

Although I have been a retail bookseller for a number of years and realize the difficulties that we are facing, (however, no more than any other retailer in any other line of merchandise) I want to tell you, Mr. Hiltman, that this article that you have written is the first time that I have seen any publisher tell the bookseller exactly what is what and in doing so, to be absolutely correct.

We have, as you know, in the state of Illinois our own Booksellers' Association, of which we are a member, and in our different discussions from time to time certain booksellers bemoan the book clubs, discounts and all the other regular pet grievances. I have said that if they would

spend as much energy in promoting advertising of their own business, they would be successful book sellers. If they would use modern merchandizing together with reasonable buying ability, they would find that there is actually nothing wrong with the retail book business. However, one must be alert, on his toes, and looking for the opportunities which tend to sell one's self to his community. The bookseller who sits back and howls must certainly have a very dim prospect.

So again, I wish to express my thanks to you for the article you have written and for all the circularizing of this article you have done. I wish every bookseller would read your letter. I believe he would take a different look at himself, get a little backbone, and find that his own book business wasn't so bad after all.

Charlotte Boardman Rogers, New York City

May I say a word through the columns of your widely read periodical in defense of the booksellers? I did not attend the Convention but I am quite satisfied that no constructive plans for booksellers themselves to follow were developed, but when the bookseller's entire time is spent in making ends meet with the conditions that the publishers themselves bring about, it is not surprising that little time is left for constructive and original thinking in other directions.

With regard to discounts, practically no merchandise but books is offered to distributors at as small a discount as one-third. Absolutely no other merchandise of which I know, is pushed by the manufacturer one day and dropped the next to be succeeded by something else before the distributor has had any chance whatever to clear his shelves. Merchandise advertised by most manufacturers is given nationwide publicity, not crammed into all the New York papers with nothing done to make a local demand.

Nearly all manufacturers discount their

bills. Publishers with very few exceptions do not do this unless they deal with some of the very large department stores which make their own terms. Smaller booksellers not in a position to dictate are supposed to pay their bills in 30 days. In other businesses 90 days is allowed.

Most manufacturers whose terms of delivery are F.O.B. New York carry that out literally and do not zone the city to take in the big customers and leave out the smaller ones.

Manufacturers of high class merchandise, which books are supposed to be, seek certain outlets in accordance with the dignity of the product and they do not sell the same grade and quality to cheap stores. I know you cannot refuse to sell but at least you need not seek that kind of business.

With the exception of one firm which has referred to me mail orders from customers in the vicinity of my shop, I have never yet known of a publisher cooperating to that extent with the trade, yet almost no other manufacturer will sell his product direct. All inquiries and orders are referred to distributors in the customer's neighborhood.

I have had a bookstore for three years. Salesmen from greeting card manufacturers, stationers, paper houses, gift and novelty manufacturers have all solicited my business, and been graciously satisfied with such small business as I have given them, as I deal only in books and antiques with very few exceptions, but although books are my main line, the representatives of just eight publishers have made an effort, to show me their lines, and yet I have accounts with more than one hundred publishers. As a matter of fact, seeing samples is negligible as an aid to buying compared with knowing about books and authors and following the foreign reviews for advance information about books that eventually reach the American market; but it does hurt to get a minimum discount when I have taken the trouble to seek out the books I thought would sell. And how often when I have put in an advance order, for a book, have I been informed that it was not ready and would I please reorder!

Wake up, Mr. Publisher, cultivate the bookstores, make flat discounts irrespective of orders placed by mail or through sales-

men. Leave the department stores alone and if they want to cut prices on books let them solicit you, do not go after them even before you visit your legitimate distributors. Hand over your direct mail orders from retail customers to the distributors in their vicinity, discount your bills to all dealers, not for the favored few, and let the dealer have a chance to get the school and library business in his neighborhood. And speaking of libraries, will any New York publisher let me know what chance a New York bookseller would have to undersell the publishers should he go after the New York Public Library business?

And what chance would a dealer have with the school business, when the discount on textbooks is the same to the school and to the trade?

Finally, when a publisher's own salesman features a Book Club selection in soliciting orders, and when the publisher's advertising man does the same thing in his copy what else can the bookseller do but follow the leads he has from headquarters?

I am opposed to the Book Clubs and the pushing of a limited choice of books, but booksellers must take advantage of all publicity, no matter what its source, if it helps to sell a book.

Elsie Stokes, Nashville

Stokes and Stockell Inc. Bookshop wants to join the chorus of approbation for George Jacobs' article in the *Publishers' Weekly* of July 4th. What Mr. Jacobs does not say because it is not his particular problem, is that when dealers as far away as we are get their books they have to pay such transportation charges that it reduces the profit to a minimum.

We love the book business and hope that we may be in our own bookshop the rest of our lives, but this can only happen if we make the investment pay; so we hope the publishers will take Mr. Jacobs as seriously as the bookdealers are sure to.

In the standardization of modern life that scholars are denouncing so heartily, the bookstore strikes a cultural note that drug stores can never maintain; here's hoping that booksellers may be able to make a living and so continue to live for the good of themselves and the communities in which they are located.

Byron, Incorporated



Two views of Detroit's latest and smartest bookshop. Byron, Inc., is located in the Fisher Building which is the New Center Development of Detroit. Byron faces on Second Boulevard, destined to become the 57th Street of the city. J. B. Senie, formerly of New York, is manager of the shop



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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Rome Convention Signed

THE revision of the International Copyright Convention which was drafted in Rome in 1928 has come into effect on July 1st with about a dozen countries so far ratifying the new plan. It has been expected that the ratification would be more prompt and unanimous. Those that have so far sent their ratification are Great Britain, Canada, Italy, Japan, The Netherlands, Norway, Sweden, India and Finland.

The new Convention includes the provision for a more extended recognition of the moral rights of authors to control the production of their material, even after a contract has been signed. This theory has been under discussion in international circles. The general opinion of American lawyers is that the change as worded might cause considerable difficulty to authorship. The Authors' League had hoped that the Copyright Bill might have been passed before this time, in order that America might have joined the International Copyright Union without this feature being in force. The whole subject is now being given detailed study before further plans are made. The American Library Association is on record as backing the short bill for

entering the Rome Convention without general revision of the old American code which makers and users of copyright material have considered of equal importance with entering the Union.

Chain Store Costs

IT is difficult for most retailers to make cost comparisons with food stores, as the turnover in these is so rapid and the cost of doing business is so small that comparisons are difficult, if not odious. A turnover of twelve times a year is not uncommon in a food store.

The Graduate School of Business Administration of Harvard has been studying chain stores, a large part of which are food stores, and the figures show a cost of merchandise of 80.6%, cost of doing business 18.2%, and profit 1.2%. With a turnover of twelve times a year such a profit makes a good return on the capital investment. It is interesting to note that the payroll (10.30%) is a very large per cent. of the total cost of doing business, while the rent averages only 2.30% and advertising only 0.75%. There is a depreciation charge of 0.60%, which indicates how rapid turnover prevents much deterioration.

It is interesting to notice that the analysis of a self-service type of store shows a 3% lower sales cost, chiefly, of course, in the payroll, and these stores show a higher average sales per store and a more rapid turnover of stock. However, other elements enter in, and their gross margin is slightly less than the average.

The Harvard report, studying the current tendencies in chain systems, makes the estimate that there are three different stages in their development: *First*, new types of distributive enterprise gain foothold by means of low price; *second*, they begin to "trade up" the quality of merchandise carried; *third*, they compete by offering services. Many of the chain companies are now extending credit to their customers.

The chain stores in the book business have not been numerous enough to make broad generalizations from their figures, but the general indication would seem to be that the saving in chain management instead of being used for price reduction, as in the case of foods, is used to enable

July 18, 1931

the store to conduct itself in rental areas that might be impossible without such a system. This extends book display and distribution to places that would be difficult to reach under other conditions.

There is also considerable difficulty in making comparisons between the type of chain book business done, for example, by the Union News Company and that done by Doubleday, or between the Harvey stores in railroad centers and the Womrath stores on important street corners. Each chain has problems in common but also great differences.

Whether the chain is to have a large proportionate place in the distribution of books has not yet been thoroughly proved, though there are always rumors and counter-rumors of new plans.

In This Crisis, Read

WHEN statesmen can disagree so violently as to the cause and cure of the present international crisis, the serious bookseller need not set himself up as a prophet, but he can play his part in helping to clarify the public mind by putting into circulation the most competent books he can find which discuss the present economic difficulties. As the problems of debts and reparations have come so critically to the front this month, booksellers have two books, for example, that they are widely displaying, "The End of Reparations" by Hjalmar Schacht, former President of the German Reichsbank, and "The Way to Recovery" by Sir George Paish, Governor of the London School of Economics. Here are two books, and others could be mentioned, that are authoritative, timely and can give the reader a more thorough discussion of the economic situation than can be got from the daily press. Sir George Paish was also the author of "The Road to Prosperity," published a few years ago and which, in a way, predicted our present difficulties, and Dr. Schacht, an economist and not a politician, discusses the German predicament from the economist's point of view.

Just how largely this situation bulks in the news of the day any bookseller can visualize by studying the press of his city, and newspaper clippings showing such

headlines can be connected with exhibits of books. In today's issue of a New York paper we find on the first two pages five separate headlines, and the article under each headline could be the better understood by a reading of books on economic principles.

Working on the Vacationists

TRAVELERS abroad are made sufficiently aware that there is considerable book reading going on, on the steamers and appreciate that someone must be making a successful effort to get books to travelers. Books combine the qualities of information giving and travel aid with pleasant diversion.

The American Library in Paris has been able to give a practical demonstration of how many books go abroad by making a canvass of the hotels frequented by Americans, where it gathers considerable quantities of the best current books from the concierges with whom departing guests leave them. The country houses of America are having their tables enlivened by new books of fiction and biography because of the thoughtfulness of week-end guests. Brentano's has always been a leader in keeping this travel idea in the public mind. Their advertising has been most ingenious and well-planned. This same idea of giving books to the traveler or vacationist has lately been strongly emphasized in the New York press in Dutton's daily advertisements, in which they have had little travel drawings at the head with the slogan, "Friends going away?", or "Before you leave today for your vacation pack a book or two," and then, to the delight of the bookseller, the telephone is pictured with the instructions in large type, "Phone your bookstore."

NOTICE

Title-page and Index to the Publishers' Weekly. Vol. CXIX (January-July, 1931) will be mailed to subscribers on request.

PUBLISHERS' WEEKLY.

Sales Notes

F. F. HANSELL & BROTHERS' (New Orleans) recent window display on "There's Been Murder Done" caused more comment than any other window the shop ever had. Construction, by Dorothy Oechsner, as follows: Two stands, one a little higher than the other, were arranged to give the effect of steps. On the top was placed an old battered trunk. From the bottom of the trunk there ominously came forth a stream of red paint which trickled down on to the second step and then on to the floor. Lying on the second step was a papier maché arm with splashes of red paint and the fourth finger cut off. Lying near this was a wedding ring and a patch of hair (donated by

Mrs. Knoblock, wife of the author of the story.) Two bloody hand-prints decorated the steps and a few more strands of hair with red paint on them completed the exceedingly graphic scene. The result kept crowds before Hansell's door to such an extent that finally the window had to be taken out because the gaping on-lookers were blocking traffic. Sales on the book increased immensely.




A quieter scheme of Hansell's is to arrange a table in front of the cash register on which are placed cocktail books along with "Boners," "Breaks" and "Contract at Sight." Dorothy Oechsner says that this helps sales on these titles, inasmuch as people pick them up while they are waiting for their packages to be wrapped. "In addition to this it also helps to remind the clerks that these items can easily be brought forward for 'plus sales.'"



The Sutton Place Bookshop in New York has a rental library of fair sized membership and finds that the fee system of 5 cents a day per book or 25 cents a week is a very good one. Borrowers are tempted, at the 5 cent fee, to take more books than they would otherwise. They will take out four books, for instance, keep perhaps two of them as being stories which they want to read through, and will bring the others back the next day. The 5 cent fee is charged for the day on which the book is taken out and the day the book is brought back, Monday to Wednesday, for instance, 15 cents. For books kept over a week, 5 cents a day is charged. Thus this straight fee works both ways—it gets people to take out more books and encourages them to bring the books back promptly. This shop has found that a delivery service on rental books is a stimulating arrangement. Members living in Sutton Place apartments are always calling up and asking the shop to send a messenger over to get finished volumes and to bring over new ones at the same time. Jean Long in The Lenox Hill Bookshop keeps a list of titles

JULY



DARTMOUTH BOOKSTALL, Inc.
265 Dartmouth Street
Boston, Mass.

| | | | |
|--------------------------------|---|--------|--------------------------|
| *Rhode, John | <i>The Hanging Woman</i> | 2.00 | <input type="checkbox"/> |
| *Gilbert, Anthony | <i>The Case Against Andrew Fane</i> | 2.00 | <input type="checkbox"/> |
| *Wallace, Edgar | <i>The Law of the Three Just Men</i> | 2.00 | <input type="checkbox"/> |
| | —Postponed from May. | | |
| MISCELLANY | | | |
| *Daisy Princess of Pless | <i>Better Left Unsaid</i> | \$5.00 | <input type="checkbox"/> |
| *Charteris, Hon. Evan | <i>The Life and Letters of Sir Edmund Gosse</i> | 5.00 | <input type="checkbox"/> |
| *Loomis, Alfred F. | <i>Holspur's Cruise in the Aegean</i> | 3.00 | <input type="checkbox"/> |
| *De Gramont, E. | <i>Years of Plenty</i> | 3.00 | <input type="checkbox"/> |
| *Ferguson, Erna | <i>Dancing Gods</i> | 3.00 | <input type="checkbox"/> |
| *Murphys, Charles A. | <i>Little Essays from Thoreau</i> | 2.00 | <input type="checkbox"/> |
| *Kessler, C. | <i>Twenty-five Years Ago</i> | 1.50 | <input type="checkbox"/> |
| *Barrett, Robert and Katherine | <i>A Yankee in Patagonia</i> | 3.50 | <input type="checkbox"/> |
| Muldavin, Albert | <i>The Red Fog Lifts</i> | 2.00 | <input type="checkbox"/> |
| Knickerbocker, H.R. | <i>Fighting the Red Trade Menace</i> | 2.50 | <input type="checkbox"/> |
| McCorrison, A. L. | <i>Letters from Fraternity to Ben Ames Williams</i> | 3.00 | <input type="checkbox"/> |
| Pitkin, Walter B. | <i>The Art of Learning</i> | 2.50 | <input type="checkbox"/> |
| Rawson, Marion N. | <i>When Antiques Were Young</i> | 5.00 | <input type="checkbox"/> |
| Poore, Henry | <i>Modern Art</i> | 4.00 | <input type="checkbox"/> |
| "Marco" | <i>An Introduction to Polo</i> | 6.00 | <input type="checkbox"/> |

*July Books. Publication dates subject to change.

The order form is printed on the inside of the flap. First trade editions and books for the collector of poetry are listed on the back of the pamphlet

wanted by rental library customers and when one is available sends a card to the wanting customer with words to this effect. The book is held twenty-four hours. Miss Long considers her library to be "a marvelous advertising agent for the shop" and says that it can generally be counted on to pay the rent.



The Orange Bookshop, Orange, N. J., has shown a decided sales increase in five out of six months of 1931 over corresponding months in 1930. April was the only exception. "And the way we've done it," says Mrs. H. L. Childs, proprietor, "is by turning ourselves inside out to get anything the customer wants!" A rental library, a stock of greeting cards, and a small, up-to-the-minute retail stock are the three assets. It is an interesting commentary on store space that the rental library which takes up far less space than the greeting card display, brings in a consistently greater profit.



Stokes & Stockell have done big things in Nashville, Tenn., with "Bedford Forrest and His Critter Company" by Andrew Lytle (Minton, Balch). Lytle is a native Tennessean and was the shop's guest on Nashville Day, June 5th. The shop announced June 5th as the publication date of the book, did some Nashville-Day-at-Stokes & Stockell advertising, and sold forty-five copies of the book, a \$5 item. And since that time all but twenty-three of the hundred copies bought have been sold. The next best selling title here is "The Raven." Sales talk as follows: "'Forrest' is the best biography written in years, with the exception of 'The Raven' which is now in a \$2.50 edition." Stokes & Stockell had sold 575 copies of "The Raven" in the \$5 edition when they stopped counting.



Katharine Lord of The Little Book House on Nantucket started E. A. Stackpoole's "Smuggler's Luck" (Morrow) off to a big sale by enlisting the services of the Town Crier. On the morning of July 11th, the Crier went about the town shouting news of the book. The author was on hand to autograph the copies of Miss



The Town Crier in Nantucket helps sell "Smuggler's Luck" by E. A. Stackpoole, for The Little Book House

Lord's large advance order (publication date was July 16th) and in the afternoon Miss Lord had a tea party. This week Miss Lord is having the Town Crier announce several other new books. She believes that this bit of advertising along a new line has started things for a large sale.



If you are interested in the problem of collection letters, here's a rather well-phrased one sent out by Three Musketeers, Inc., in Memphis, which has been successful in bringing in payments which were far overdue.

Dear Mrs. Doe:

We again hopefully call your attention to the balance of \$4.90 which you owe us.

It is furthest from our desire to reduce our relations strictly to the mercenary. Books, we believe, are meant to provide release from the annoying details of actuality and should be accorded the courtesy one gives a trusted friend.

Unfortunately our publishers do not share our opinion. They insist that books be bought and paid for in the coin of the realm.

Much to our regret we find ourselves forced to pass on to you their polite but firm request "Please Remit."

William Harris writes from Boston that in summer the Pilgrim Press Bookshop tries to link poetry with a varied life outdoors. Close to the main entrance a small table covered with an assortment of carefully selected titles impresses this idea upon every customer as he enters and again when he leaves. "Songs of the Open" by Grantland Rice (Century), "The Animal Lover's Knapsack" edited by Edwin Osgood Grover (Crowell), and "Magic Carpet," Mrs. Waldo Richards' collection of poems for travelers, show how this can be done. To give the display additional authority and substance anthologies such as Louis Untermeyer's two volumes of "Modern British (and American) Poetry" (Harcourt), as well as "The Winged Horse Anthology" by Joseph Auslander

and Frank Ernest Hill (Harper) make up the background.



William Rochfort of Rochfort's Bookshop in Boston has been making some experiments regarding counter spacing. He says, "It does not pay to think of the public's comfort." Thus a table of choice bargains selected from stock, simply did not "pull" so long as it stood on one side of the store. When Mr. Rochfort placed it directly behind the front door, so that every incoming customer had to go around it to get to the lending library and other portions of the shop, sales immediately began to pick up. Similarly, Mr. Rochfort believes in the periodical rearrangement of stock.

Customers' Choice

HENRY HOYNS, head of Harpers, said in the *New York Times* this week that "the desire of Americans for new books is stronger and more discriminating than ever before." He thinks it likely that during the current year more than 50,000,000 new books will be bought and read.



S. Y. Cavin, of the Sutton Place Bookshop in New York's best (socially) informed neighborhood, says that "Sanctuary" and "The Glass Key" are very good renters. Everybody reads them, but few people like them. The difficulty, they say, is that so many different characters keep popping up on every other page that you have to read the whole book to find out what it's all about. "The Rich Are Always With Us" by E. Pettit is, however, unreservedly and widely satisfactory in the rental library. So is "Miss Mole."



About "The Glass Key." Mr. Hammett got \$25,000 for movie rights on it. Undoubtedly it will not retain the present title when it finally appears as a movie. For, as Homer Croy aptly remarked, "Many a good title has come to Hollywood and got into fast company."

McCreery's Bookshop liked John Collier's "His Monkey Wife" (*Appleton*) and did moderately well with it. And it has often turned out to be a good renter. But at Whaley's on 57th Street, it is enjoying a really steady sale. They reorder on it right along. "People who like the better books" buy it.



Madison Avenue Book Store has sold a lot of copies of L. A. G. Strong's "The Garden" and confided that here's a book which ought to be valuable some time. This shop has also discovered a sustained demand for "Strange Marriage" by Netta Syrett (*Dodd, Mead*).



Young Books, Inc., in New York has sold a good many copies recently of two books from *Gabriel*—"Our Trees: Their Bark, Leaves and Fruit" and "Our Wild Flowers." Most of the sales were made from window displays.



Probably the most unusual summer best seller was discovered in The New York Children's Bookshop. It's a very modern looking toy train made of colored and highly indestructible blocks of wood. "The perfect educational toy" says the Chil-

dren's Bookshop. It's called the Blox That Lox Train set and you can get it from a Philadelphia manufacturer, Irwin by name.



The New York Children's Bookshop, by the way, is offering its book-wagon, the ex-"Radcliffe Rambler," for sale. It is painted a bright red and the motor is pretty good. This spring the book-wagon was taken to the Devon Horse Show near Philadelphia for a week, with the result that May sales were brought up to last year's May sales.



Hansell's in New Orleans finds "Strategy in Handling People" (*Boulton, Pierce*) a book which can be sold very easily if it is called to people's attention. One of Hansell's customers even went so far as to buy it on the grounds that it might help her to manage her cook.



This same shop reports success on circularizing lawyers for "Corporate Directors." There's one peculiarity about mailing to a list of lawyers. You'd better address them as "Esquire"; not "Mr." This always makes a big hit.



Modern Library has announced The Modern Library Giants, the first three out in September. These are books of obvious Modern Library calibre but with texts too long for the usual format. The "Giants" will sell for \$1. The first three, "War and Peace," "Boswell's Life of Johnson" and "Les Miserables" are fittingly labelled G1, G2 and G3.



The Carnegie Hall Bookshop keeps a very impressive "Golden Book" (in fact several of them) full of the autographs of famous customers and visitors. Almost every artistic notable seems to have signed. On one page, for instance, there is Rabindranath Tagore, Fannie Hurst and Harold Stein.



A customers' choice which knows no special place or situation is "The Little Shepherd of Kingdom Come" by John Fox, Jr. *Scribner's* has come out with the statement that the book has sold more than a million copies since publication in 1903 and still sells almost 10,000 annually. One



Havelock Ellis at his desk

New York bookseller when confronted with an advance copy of the new gift edition, flipped it away with the comment, "We can't use any. We don't carry religious books."



Longmans, Green is distributing for ten cents a brochure on Ella Young, the Irish poet who had such a time recently with the U. S. Immigration authorities. The article has been written by Padraic Colum.



Havelock Ellis does all of his reading and most of his writing on the piece of furniture in the picture above. He designed it himself so that he wouldn't have to lean over a desk. *Doubleday* is publishing his next book, "From Rousseau to Proust."



George W. Jacobs & Company in Philadelphia isn't having any trouble selling good books but more than the usual difficulty exists in disposing of the unknown author and the book whose value is unknown. Philadelphia book buyers are more critical this season than they have been in years. But they do like "Sixth Journey," "Silver Flute," "Windmill on the Dune," "Better Left Unsaid," "Von Bülow," "Discovering Ourselves," "Road Back," "Father," "Noguchi," "Jungle Ways," "Men and Memories" and "The American Black Chamber."



The Lenox Hill Bookshop sells an enormous number of children's books. Jean Long of this shop says that "Angus and the Ducks" continues to sell steadily because the parents think it's so pretty. One of Lenox Hill's very best juvenile leaders

is "The Animals' Trip to Sea" by Clifton Bingham, a book some thirty years old, but reissued a year or two ago by *Dutton*. Children think it's very funny.

Miss Long tells us that she can sell "From Morning to Night," the day of a two-year old in pictures, by Mabel Pyne (*Stokes*) to any parent, at any time. It's a good deal along the same line as Steichen's "First Picture Book," only less mechanical.

As a rule children don't seem to like black and white illustrated books.

In one shop the seven-year-old-or-so boy demand is running to "Big Fellow" (*Harper*) and "Little Black Nose," from *Harcourt*.

Everybody seems to know about New York City's newly appointed eighty-four policemen whose sole duty it is to "interpret the true neighborly spirit of New York to out-of-towners." So far, the most commonly repeated question with which they have to deal is, "Which is up and downtown?" But when somebody asked one of them which was the most foolish question, the gentleman replied, smiling politely, "Well, a chap came along the other day and said, 'Where's the nearest bookstore?'"

"Culbertson's Summary" leads the week's best sellers at Scruggs-Vandervoort-Barney in St. Louis. "Dwarf's Blood," "Ships of Youth" and "Red Bread" are next in order.

In and Out of the Corner Office

CHARLES ALLEN SMART, whose novel, "New England Holiday," is being published in August by Norton, has been actively engaged in the publishing business since his graduation from Harvard in 1926. He has been successively with Douglas C. McMurtrie, Inc., the Viking Press and Doubleday, Doran. He left Doubleday last year to give more time to his own writing.

In speaking of Raye Bidwell in this department on July 4th we neglected to mention that Mr. Bidwell is traveling for Duffield & Green as well as the other houses mentioned.

Walter McKee, who was a dozen years ago one of Doubleday's star representatives, (John Kidd, Byrne Hackett and Harold Kinsey are other famous alumni of the same school), is now, after book-selling in Detroit, and handling rare editions in New York, representing the Knopf books in the New York City territory.

Willett, Clark & Colby will now be known as Willett, Clark & Company. Mr. Colby withdrew from the firm about six months ago. The officers of the firm are now Robert L. Willett, president and treasurer, and Thomas Curtis Clark, secretary.

Herbert Hungerford is now a permanent



Mr. and Mrs. Frederic Melcher and Herschel Brickell, of Holt, in the American section of the Paris Fine Book Exhibit

member of the staff of Randell, Inc., Washington, D. C. They have just published his book "How Publishers Win" which is as far as they know, the only "case record" book that has been brought out on the publishing business.

Many Changes in Juvenile Best Sellers

Leaders of Fiction and Non-Fiction Remain the Same on June List

AGAIN "The Road Back" heads the list of June fiction best sellers compiled by *Books of the Month*, followed by "The Good Earth." A new title of the month took third place, "Father," by Elizabeth. Other new titles appeared in sixth and ninth places, "Ships of Youth" by Maud Diver and "The Windmill on the Dune" by Mary E. Waller, the latter proving that best sellers of some years back are not forgotten, for this is the first novel by the author of "The Woodcarver of 'Lympus" in seven years.

"The Sixth Journey" by Alice Grant Rosman, "Call Her Savage" by Tiffany Thayer, "Red Pepper Returns" by Grace S. Richmond and "Money Mad" by Rex Beach all appeared too late in the month to achieve places among the first ten best sellers, but they are all probabilities for July.

The first four non-fiction best sellers were just the same for June as for May. But Russia is exerting a big influence on our reading matter for "New Russia's Primer" by M. Ilin, which just missed being a best seller in May is in fifth place on the June list, and "Red Bread" went from tenth place to sixth. The only title new to the list besides "New Russia's Primer" is Culbertson's "Summary," which took the place of his "Contract Bridge Blue Book" at nine.

Other new contestants for places among the first ten were "Death and Taxes" by Dorothy Parker, "The American Black Chamber" by Herbert O. Yardley, "Africa Speaks" by Paul Hoefler, "Adventures in Genius" by Will Durant and "The Cross Word Puzzle Book No. 20."

There was, surprisingly, a great revolution in the juvenile Best Seller List. Usually this list changes only gradually through the course of a whole year, with a few monthly variations, but during the last

month it became almost an entirely new list. It has a new leader in first place, "The Adventures of Mickey Mouse," which first appeared at six in May. Second and third are new books, "Pirates in Oz" by Ruth Plumly Thompson and "Sun-up" by Will James. Sixth is not a new book, but one new to the Best Seller List, by virtue of winning the John Newbery Medal, "The Cat Who Went to Heaven" by Elizabeth Coatsworth. "Secret Cargo," new on the last list in eighth place, went up one place. New stories appear at eight and nine, "Jane's Island" by Marjorie Allee and "The Gray Shadow" by Roy J. Snell.

FICTION

- Remarque. "The Road Back." *Little, Brown.* \$2.50.
 Buck. "The Good Earth." *John Day.* \$2.50.
 Elizabeth. "Father." *Doubleday, Doran.* \$2.50.
 Barnes. "Years of Grace." *Houghton Mifflin.* \$2.50.
 Deeping. "The Bridge of Desire." *McBride.* \$2.
 Diver. "Ships of Youth." *Houghton Mifflin.* \$2.50.
 Baum. "Grand Hotel." *Doubleday, Doran.* \$2.50.
 Prouty. "White Fawn." *Houghton Mifflin.* \$2.50.
 Waller. "The Windmill on the Dune." *Little, Brown.* \$2.50.
 Smith. "Flamenco." *Bobbs-Merrill.* \$2.50.

NON-FICTION

- Marie. "Education of a Princess." *Viking Press.* \$3.50.
 Abingdon. "Boners." *Viking Press.* \$1.
 Millay. "Fatal Interview." *Harper.* \$2.
 Duguid. "Green Hell." *Century.* \$4.
 Ilin. "New Russia's Primer." *Houghton Mifflin.* \$1.75.

- Hindus. "Red Bread." *Cape & Smith.*
\$3.50.
Abingdon. "More Boners." *Viking Press.* \$1.
Seabrook. "Jungle Ways." *Harcourt, Brace.* \$3.50.
Culbertson. "Culbertson's Summary." *Bridge World.* \$1.
Munthe. "The Story of San Michele." *Dutton.* \$3.75.

JUVENILES

- "The Adventures of Mickey Mouse." *McKay.* 50c.
Thompson. "Pirates in Oz." *Reilly & Lee.* \$1.75.
James. "Sun-up." *Scribner.* \$2.50.
Siple. "A Boy Scout with Byrd." *Putnam.* \$1.75.
Twain. "Tom Sawyer." *Grosset & Dunlap.* 75c.
Coatsworth. "The Cat Who Went to Heaven." *Macmillan.* \$2.
Pease. "Secret Cargo." *Doubleday, Doran.* \$2.
Allee. "Jane's Island." *Houghton Mifflin.* \$2.
Snell. "The Gray Shadow." *Reilly & Lee.* \$1.
Field. "Hitty." *Macmillan.* \$2.50.

Practical Bindings for Circulating Library Volumes

BEGINNING with Ursula Bloom's novel "The Secret Lover," published July 14, Dutton is binding its popular fiction (circulating library category) in Coloroid Bindings. The usual jacket illustration will be stamped on the binding of the book in full color, doing away with the dust cover altogether. The new bindings can be easily cleaned with a damp cloth. The book is encased in cellophane to protect said binding. Another characteristic of this new make-up, in the case of "The Secret Lover," is that the usual jacket blurb is printed on the first right hand page. In future books of this class the blurb will be printed on a perforated page. Those who want to buy the book can tear out the blurb if they so desire. The second Dutton novel to wear the Coloroid Binding will be "Love at Sea" by Melis Stoke, to be published in August.

Watch for Book Thieves

BOOKSELLERS should beware of a telephone call from a certain Dr. Thomas. This book thief's method of operation is as follows: A small shop with a single attendant, in a large building, is the victim. Dr. Thomas calls the public phone booth located in the building and asks to speak to the bookseller whose shop is located down the corridor, evidently hoping to get the bookseller out of the shop. A bootblack answers the phone and delivers the message to the bookseller. The second shady episode to be reported here has to do with a man who comes into the shop and says that his club, the Village Knights, on West 22nd Street, wants to furnish a library and asks the bookseller to come at once to the club rooms.

Island House Publishers

ISLAND HOUSE PUBLISHERS at 132 East 60th Street, New York City, enter the publishing field with three limited editions of 200 copies each to be released this fall. "Sweet Like Salvation," poems by Herman Spector with an introduction by Michael Gold, will appear in September. "The Sphinx," a play by Samuel Loveman comes in October and "Both Banks of the Jordan" by Nicholas Worth, in November. William Goldman is in charge of the offices of Island House.

College Bookstore Convention

THE official train for the College Bookstore annual convention, which is being held this year in Salt Lake City, August 3-6, will leave Chicago at 9:30 p.m. on Saturday, August 1st. Fred H. Tracht, of the University of Chicago Bookstore, is transportation chairman.

Communication

PUSH SPORTING BOOKS

The Derrydale Press.
July 3rd, 1931.

Editor, *Publishers' Weekly*:

I was much interested in your leading article of June 27th, "Capturing Your Sportsman." There is a great deal of common sense and good advice to the bookseller in it.

There is no doubt whatever that there is a great potential market for books among sportsmen and sportswomen, and it is somewhat amazing to see how comparatively few booksellers appear to be taking advantage of it.

That sportsmen are definitely and keenly interested in good books about their hobbies is a very evident thing when one visits a sportsman's club or attends, say, a dinner of sportsmen. On every hand you will hear books discussed, and you will hear men say: "I must get that book. Where can I get a copy?" As often as not the name of the publisher is mentioned instead of a local bookseller, and this is a thing the bookseller should take steps to overcome. One of the best ways to overcome it is for the bookseller to let it be known that he specializes in books on sport; by which I mean that he has an up-to-date department handling sporting books, and someone in charge of it who really knows something about them.

During the past few years I have been in a position to watch a number of booksellers try to develop a business in sporting books, and I have seen the thing done right with excellent results, and done wrong with disappointing results. The advice given in the article I refer to above, is good advice, and booksellers who want to build up a sporting book business will do well to study it carefully. Results will only come to those who take the matter seriously, work on it continually and patiently, and with a realization that it offers a special problem which is well worth solving. The bookseller who looks on a sporting book as of less importance than a novel or biography will never sell many of them. His prospective customers will quickly sense his lack of interest and knowledge, and will take their business elsewhere, to more congenial and helpful surroundings.

EUGENE V. CONNETT.

Changes in Price

HARPER & BROS.

Price change from \$1.00 as listed to \$1.25 on two unpublished titles: "Jeanne D'Arc" by Jeanette Eaton and "More Necessary Nonsense" by Burges Johnson.

COWARD-McCANN, INC.

"Tell Us a Dickens Story" by Mortimer Kaphan has been reduced from \$1.75 to \$1.50, effective August 1.

WILLIAM MORROW & CO.

Hinkle: "Bugle—A Dog of the Rockies," from \$1.75 to \$2; "Trueboy—The Story of a Great Dog," from \$1.75 to \$2; "Tawny—A Dog of the Old West," from \$1.75 to \$2.

Obituary Notes

P. M. DE WOLFE DIES

PEREZ MORTON DE WOLFE, of De-Wolfe and Fiske Company, Boston booksellers, died on June 24th at the home of his daughter in Melrose, Mass. He was eighty years of age. He was born in Windsor, Nova Scotia, and was educated at King's College. When a young man, Mr. De Wolfe entered the employ of D. Lothrop & Co., one of the leading firms of publishers and booksellers of Boston. In 1880 he formed the partnership of De Wolfe & Fiske Company, which purchased the Archway Bookstore, founded in 1856. His wife, a son, James Morton De Wolfe, and six grandchildren survive.

MRS. JONATHAN CAPE

Many of our readers will recollect with pleasure having met Mrs. Cape when she accompanied her husband Mr. Jonathan Cape on his visit to New York at the end of 1928 when the house of Jonathan Cape and Harrison Smith was founded, and will wish to join us in expressing our sympathy with Mr. Cape in her tragic early death which took place on June 26th.

Book Club Selections

BOOK-OF-THE-MONTH CLUB

August—"Shadows On the Rock" by Willa Cather. *Knopf*.

LITERARY GUILD

August—"Mexico, A Study of Two Americas" by Stuart Chase. *Macmillan*.

THE BOOK LEAGUE OF AMERICA

August—"God In the Straw Pen" by John Fort. *Dodd, Mead*.

THE FREETHOUGHT BOOK CLUB

August—"God and the Universe" by Chapman Cohen. *Pioneer Press*.

THE SCIENTIFIC BOOK CLUB

July—"Fundamentals of Health" by T. Bruce Kirkpatrick. *Ginn & Co.*

THE RELIGIOUS BOOK CLUB

July—"The Growth of the Idea of God" by Shailer Mathews. *Macmillan*.

THE CATHOLIC BOOK CLUB

August—"Shadows on the Rock" by Willa Cather. *Knopf*.

Old and Rare Books

A Monthly Department

Romantic Stories of Books

John T. Winterich

SECOND SERIES

XXIII

Pride and Prejudice

JANE AUSTEN was born at Steventon, Hampshire. She wrote six novels, four of which were published during her lifetime. She was never out of England and she never married. She died at Winchester in her forty-second year.

Few literary careers of permanent significance can be reduced to such a colorless table of essentials. By comparison with Jane Austen the Brontë sisters and our own Emily Dickinson lived lives of desperate adventure. Charlotte and Emily of Haworth went abroad; Charlotte married, and, before that, may have been in love with M. Heger, a foreigner. Emily of Amherst, whose heart may have broken in any one of four different directions (or perhaps in no direction at all), made several trips to Boston and once gazed on the miracles of Washington and Philadelphia. One benison they shared—Jane, Charlotte, and the two Emilys alike. Each had a devoted sister—the Brontës, of course, more than one. What Lavinia Dickinson would one day be to Emily, Cassandra Austen was to Jane. Occasionally the Austen girls were separated, though never by any breath-taking distance, and to the resulting written exchanges of intimacies the world is indebted for much of the biographical data regarding Jane that has come down to us.

Romance, in that highly specialized

sense whereof the object is matrimony, may have touched the life of Jane Austen for a pathetic instant, but the episode, if there was one, can hardly be put upon the schedule of the grand passions of history. The evidence is tenuous but by no means negligible, for it is accepted by Jane Austen's kinsmen and competent biographers, William and Richard Arthur Austen-Leigh. Its sole documentation is a note by Jane's and Cassandra's niece, Caroline Austen, written long afterward, and based on a conversation with Cassandra. A casual meeting with "a certain Mr. H. E., of the Engineers," set Cassandra musing, and "reminded her strongly of a gentleman whom they [Cassandra and Jane] had met one summer when they were by the sea—I think she said in Devonshire; I don't think they named the place, and I am sure she did not say Lyme, for that I should have remembered—that he seemed greatly attracted by my Aunt Jane—I suppose it was an intercourse of some weeks—and that when they had to part (I imagine he was a visitor also, but his family might have lived near) he was urgent to know where they would be the next summer, implying or perhaps saying that he should be there also, wherever it might be. I can only say that the impression left on Aunt Cassandra was that he had fallen in love with her sister, and was quite in earnest. Soon afterwards they heard of his death

.... I am sure she thought he was worthy of her sister, from the way in which she recalled his memory, and also that she did not doubt, either, that he would have been a successful suitor."

Caroline Austen's account owes much of its credibility to the conversatism with which it is narrated. "I think"—"I don't think"—"I am sure"—"I suppose"—"I imagine"—"I can only say"—these are the earmarks of cautious assertiveness, of a conviction which has its acknowledged limitations but which, as far as it goes, is none the less a definite conviction. This hazy but real recollection discloses, according to the Austen-Leighs, "all the facts that are known" regarding Jane's one romance. Caroline Austen, they assert, "was a person of great ability, and endowed with a wonderfully active and retentive memory.... She has the unimpeachable authority of Cassandra to support her; we can therefore feel confidence in the truth of the story, although date, place, and even the name of the gentleman are missing." Cassandra must have confided it not without emotion, for it singularly duplicated her own experience. Long before, probably in 1795, when Jane was twenty, Cassandra had become engaged to a young cleric who went to the West Indies as a regimental chaplain and died there two years later of yellow fever.

The Austens' allotment of adventure, in Jane's and Cassandra's generation, seems to have been assigned entire to their two brothers, Charles and Francis, who entered the navy and rose to be admirals. Charles, at seventeen, was aboard the *Unicorn* during a successful two-hundred-mile chase of the French frigate *La Tribune*, and high emprise continued to rule his destiny until 1852, when he fell a victim to cholera on the *Irrawaddy*. Francis, five years his senior, outlived him by thirteen years, dying in 1865 at the age of ninety-one. To Francis's lot also fell a great share of excitement, but he missed—no fault of his own—the grand thrill that might have been. One October morning in 1805 his commander, learning that the French fleet was coming out of Cadiz, bustled off to bear a hand in the inevitable battle, but the winds were contrary, and there was no Trafalgar for Francis Austen.



Jane Austen

Jane's own career appears all the more placid by contrast with the general turbulence of the times. She was born the year of Lexington and Bunker Hill and died two years after Waterloo. The news of those great days penetrated slowly to Steventon and found little reflection in her letters. Not everyone took the newspaper—the Austens seem to have read theirs at second hand after Mr. Holder of Ashe had finished with his. Jane's and Cassandra's father was the village rector, and Jane spent the first sixteen years of her life at Steventon rectory, concluding her formal schooling when she was nine. She was an excellent housekeeper and an expeditious one. She had time in abundance, and before she was sixteen she had written many stories in copy-books, for some of which Cassandra made colored illustrations. Before she was twenty-one she was engaged on a more ambitious project, a novel called "First Impressions," the composition of which occupied some ten months—the very months in which Napoleon was making a name for himself in Italy. On its comple-

tion the Reverend George Austen, assuming, in addition to the rôle of admiring parent, that of literary agent, dispatched the manuscript to Robert Cadell, the London publisher, with this letter:

"I have in my possession a manuscript novel, comprising 3 vols., about the length of Miss Burney's 'Evelina.' As I am well aware of what consequence it is that a work of this sort shd. make its first appearance under a respectable name, I apply to you. I shall be much obliged, therefore, if you will inform me whether you choose to be concerned in it, what will be the expense of publishing it at the author's risk, and what you will venture to advance for the property of it, if on perusal it is approved of. Should you give any encouragement, I will send you the work."

To this naïve proposal (which omitted even the essential fact that the author was a woman) Mr. Cadell's answer was no. But the shock was not devastating. Miss Jane immediately set to work on another novel, called "Sense and Sensibility," a first draft of which, called "Elinor and Marianne," had been written in her girlhood. The following year she was busy with "Northanger Abbey."

This spurt of activity, coupled with the fact that she did not see print until 1811, is difficult to account for. One can take a leaf from Caroline Austen's book and think, suppose and imagine. There were numerous distractions—Brother Henry's marriage, the family's removal to Bath (and then to Southampton and Chawton), the possible romance, the death of her father, the death by accident of a cousin and later, also by accident, of a dear friend, the thousand and one little businesses of a clergyman's daughter. Let it be remembered, too, that while few who ever set pen to paper do so "for amusement," Jane Austen came closer to it than most.

There is excellent evidence to show that the manuscript of "Northanger Abbey" was disposed of as early as 1803 for ten pounds, and that six years later the purchaser, Richard Crosby, in answer to an inquiry said that he had indeed paid ten pounds for the manuscript, "but there was not any time stipulated for its publication, neither are we bound to publish it." Should anyone else attempt to issue it "we

[Title-page of first American edition, Vol. I.]

ELIZABETH BENNET,

OR,

PRIDE AND PREJUDICE:

A NOVEL.

IN TWO VOLUMES.

BY THE

AUTHOR OF "SENSE AND SENSIBILITY," &c.

VOL. I.

FIRST AMERICAN FROM THE THIRD LONDON EDITION.

Philadelphia:

CAREY & LEA.

1832.

117

shall take proceedings to stop the sale." The manuscript would be restored "for the same as we paid for it."

In the middle of 1809 Jane and Cassandra were together at Chawton, to which unfortunate circumstance is due the fact that there is no correspondence to throw light on the important period when "Sense and Sensibility" was preparing for the press. April of 1811 found Jane at Brother Henry's in London, part of her mission being to correct proof for her novel, which was to be brought out by T. Egerton of the Military Library, Whitehall. The book was issued in October or November, according to Jane Austen's bibliographer, Geoffrey Keynes—three volumes in boards, price fifteen shillings. The edition was small—probably a thousand copies or fewer, Mr. Keynes estimates. By July, 1813, the edition was exhausted. It had netted its author £140 "besides the copyright, if that should be of any value."

The success of "Sense and Sensibility"

[Title-page of first edition, Vol. I.]

PRIDE
AND
PREJUDICE:

A NOVEL.

IN THREE VOLUMES.

BY THE
AUTHOR OF "SENSE AND SENSIBILITY."

VOL. I.

London:
PRINTED FOR T. EGERTON,
MILITARY LIBRARY, WHITEHALL.
1813.

41

proved sufficient incentive for its author to resurrect the manuscript of "First Impressions" which Mr. Cadell had so summarily turned down sixteen years before. Retitled "Pride and Prejudice," it was published in January, 1813, probably in a larger first edition than "Sense and Sensibility." The author apparently received £100 outright, for "I have now," she wrote her brother Francis, "written myself into £250, which only makes me long for more." A second edition appeared the same year and a third in 1817. "Mansfield Park" was issued in 1814 with the Egerton imprint and "Emma" in 1816 under the aegis of John Murray. Mr. Keynes surmises that it may have been Egerton's reluctance to embark on a second edition of "Mansfield Park" that determined Jane Austen to seek another publisher.

All four novels were issued anonymously. "Sense and Sensibility" was "by a Lady,"

"Pride and Prejudice" "by the Author of 'Sense and Sensibility'," "Mansfield Park" "by the Author of 'Sense and Sensibility,' and 'Pride and Prejudice'," and "Emma" "by the Author of 'Pride and Prejudice.'" These assignations are significant as indicative of the early establishment of "Pride and Prejudice" as Jane Austen's most outstanding accomplishment as a novelist. The authorship was somewhat of an open secret. When "Northanger Abbey and Persuasion" were published posthumously in 1818 (they were "by the author of 'Pride and Prejudice,' 'Mansfield Park,' & c.") the text was preceded by a biographical notice of the author written by Henry Austen.

It is an odd fact that while all the novels were quickly available in French translations, Mr. Keynes was able to find only one other translation in a language other than French in the hundred and twenty years that have elapsed since the original appearance of "Sense and Sensibility." As recently as 1924 a Spanish edition of "Pride and Prejudice" was issued.

Jane Austen had been dead fifteen years before her novels were available in American editions. When they came, they came with a rush. Carey & Lea of Philadelphia issued "Elizabeth Bennet; or, Pride and Prejudice" in 1832, "First American from the Third London Edition," in two volumes, boards. Rather oddly, it was described on the title-page as "by the author of 'Sense and Sensibility,' &c." although no American edition of "Sense and Sensibility" would be available until the following year. By the end of 1833 all six novels had appeared with the Carey & Lea imprint. Anonymity was preserved (it is difficult to say for what reason) only in the instance of "Elizabeth Bennet." The others were "by Miss Austen."

A complete set of the novels in first edition, all in the original boards uncut, was offered at the Kern sale in January, 1929, and the prices fetched offer a comprehensive index of the comparative rarity of each. "Sense and Sensibility" brought \$3600, "Pride and Prejudice" \$4800, "Mansfield Park" \$1750, "Emma" \$1300, and "Northanger Abbey and Persuasion" \$700. None was in impeccable condition, but he who waits for Austens in as clean a state as on the day of issue will wait long and be gathered to his fathers Austenless.

"Copies of the novels in original boards," wrote Mr. Keynes in that same eventful year, "have for many years been expensive items in the booksellers' catalogs, but bound copies have been attainable by the ordinary person until comparatively recent years, and if he were gifted with economic foresight it is not so long since they might have been had for a negligible sum. In 1913 my brother (an economist)" (decidedly; his name is John Meynard Keynes) "stated in my hearing his belief that first editions of Jane Austen were selling much below their value, whether estimated on the basis of their intrinsic merit or their rarity. The timely warning has its satisfactory result in the shelf in my library filled by a complete set of the original issues, including the second edition, which proved to be almost the most difficult to obtain."

The rewards of letters in pre-Victorian

England can be gauged accurately insofar as Jane Austen is concerned. Not long before her death she set the figures down apparently as a memorandum for her own edification. They totalled, "over and above the £600 in the Navy Fives," £82 13s.

Some fifteen years later Richard Bentley bought the copyrights of the novels from Henry and Cassandra Austen, paying £250 for them and apparently conducting successful negotiations for the copyright of "Pride and Prejudice," which had remained with Egerton. In 1833 Bentley issued the first collected edition of Jane Austen in five volumes. Her real vogue, however, seems not to have arrived until after 1870, in which year her nephew Edward Austen compiled a memoir which the Austen-Leighs regard as "an important contributory cause" to the growth of her fame.

Remarkable First Edition of Hoyle

Whitman Bennett

OF all the strange rare book discoveries this year none is more startling than one little volume containing five first issues by Edmond Hoyle of undying playing-card fame. Moreover, the first pamphlet in this volume is the second known copy of the first issue of "Hoyle's Whist." The other copy belongs to the Bodleian Library—so this is the only one in private hands or available for sale.

The exact titles of the five items all by Hoyle bound together in contemporary calf are: (1) "A Short Treatise of The Game of Whist," London, Printed by John Watts for the author, 1742; (2) "An Artificial Memory or an Easy Method of Assisting the Memory of Those That play at The Game of Whist," London, printed for F. Cogan, 1744; (3) "A Short Treatise on the Game of Quadrille," London, printed for F. Cogan, 1744; (4) "A Short Treatise on the Game of Piquet," London, printed for F. Cogan, 1744; (5) "A Short Treatise on the Game of Backgammon," London, printed for F. Cogan, 1743.

The "Whist" pamphlet (1742) is surely of greatest value and the "Backgammon" (1743, though bound in last) is second in importance. The "Whist" is absolutely perfect except for one blank at the end, which has been absolutely proved to be only a blank by direct report from the Bodleian. There were two piracies this same year but they cannot possibly be confused with the original since one was printed in Bath and the other, at London, ("for W. Webb"). These piracies were the cause of Hoyle's inserting a "signature page" with the warning: "The Author has thought proper to inform the Publick, That no Copies of these Books are genuine, but such as are signed by him," in his later pamphlets. As a matter of fact, though the page should always appear, he signed some and some he didn't. All three of the pamphlets subsequent in date to Backgammon in this volume have the signature page but the signature actually appears only on the "Piquet."

The second pamphlet in the volume, "An Artificial Memory," is the only one

about which the information is a bit indefinite. This was announced in the London Magazine for Nov. 1743, though it bears the date 1744. No copy bearing date 1743 has ever been seen and a November announcement is so close to the turn of the year that authorities agree it probably never existed.

The Cogan imprint is positively right for all of the series subsequent to "Whist" and distinguishes correct issues from piracies. "An Artificial Memory" is first edition by assertion, so to speak—but the assertion is in all human likelihood permanent fact.

At present, no 1744 first edition of "Quadrille" other than the one in this collection can be traced, but it has been seen and must exist because it is listed in Jessel's Bibliography on Playing Cards and Gaming. Less important than "Whist," it seems to be no less scarce. On this title Hoyle's Christian name is spelled correctly for the first time—*Edmond*, not Edmund.

Item IV, "Piquet, 1744," is rare—but not quite so rare as the other. The signed signature slip is pasted on the reverse of the title, as required by Marshall.

Item V (the second in date sequence) "Backgammon, 1743," is one of only two known copies with the title. Neither of the copies located by Marshall had the title. The other known copy is "close held."

It will be seen that this little volume, all the title-pages of which have recently

A SHORT TREATISE On the GAME of WHIST.

CONTAINING
The LAWS of the GAME:

AND ALSO

Some RULES, whereby a Beginner may, with due Attention to them, attain to the Playing it well.

CALCULATIONS for those who will Bet the Odds on any Point of the Score of the Game then playing and depending.

CASES stated, to shew what may be effected by a very good Player in Critical Parts of the Game.

REFERENCES to CASES, viz. at the End of the Rule you are directed how to find them.

CALCULATIONS, directing with moral Certainty, how to play well any Hand or Game, by shewing the Chances of your Partner's having 1, 2, or 3 Certain Cards.

With Variety of CASES added in the Appendix.

By EDMUND HOYLE, Gent.

L O N D O N :

Printed by JOHN WATTS for the AUTHOR.
M DCC XLII.

been photostated by the New York Public Library, is really a "Complete Collected Hoyle!" One can scarcely doubt that it is unique within its own field.

Two New Works on Currier and Ives

Reviewed by David A. Randall
of The Brick Row Book Shop, Inc.

HARRY T. PETER'S "Currier and Ives, Printmakers to the American People," Volume Two, called into existence by the amazingly cordial reception given its predecessor by the public and by the flood of new material consequent upon its publication, is an able continuation and supplement to that volume. It is divided, as was Volume One, into three parts, the first a Review of Selected Groups of the Prints, elaborating the sketches of Volume One which dealt

chiefly with the process and business of the firm. The second and third parts contain the same general arrangement of the preceding Volume, namely reproductions of a selection of the prints, 177 in number, about 25 of which are in color, and a checklist of all known prints of N. Currier, C. Currier and Currier and Ives, alphabetically arranged.

Though Mr. Peters modestly disclaims in the preface any pretensions to original and exhaustive scholarship, the immense

amount of research and knowledge which is evident on every page of the group reviews speaks for itself. It makes excellent reading and though future research may fill in details and expose new viewpoints it will of necessity follow in the footsteps of Mr. Peters and along the broad lines indicated by him.

The illustrations in part two, done by the similestone process, are as accurate reproductions as contemporary methods make possible of the exact coloring of the originals (which were, as the author says, unquestionably colored by the staff artists of the firm at the time of publication) and form a permanent record of indubitable value. They were obviously chosen for reproduction with care and illustrate ably the important facts and analyses advanced by the author. Indeed their reproduction was, says Mr. Peters, one of the important reasons for the publication of this second volume.

The checklist in the final section is arranged alphabetically and not, as in the first volume, numerically by subjects, and lists approximately 1600 new titles and rectifies a few errors in the old listing.

The most unusual aspect of the volume as it strikes the casual reader who professes no expert knowledge of the subject, and this is, indeed, a tribute to Mr. Peters, is not the obvious historical and cultural value of this entrancing pictorial history of the development of a people, but the fact that its importance has not been recognized before. But now that the way has been pointed out future historians of American culture, such as Charles Beard, for example, will find in these volumes much of lasting value and interest.

Jane Cooper Bland's "Currier and Ives: A Manual for Collectors" with an Introduction by Harry T. Peters, is based upon his work and meets the demand for a separate publication of his checklist with the addition of a guide to values. It is arranged both alphabetically, with cross-references, and numerically by subject matter. In the alphabetical list the estimated retail values are given, based of course upon the assumption that the prints are in good condition, and auction records, where available, are recorded as an additional guide with place of sale, date, consignor and lot number making verification, where necessary, an easy matter. Explanatory

notes record data on rarities and the "key" prints to certain groups, sets or series. For both collector and dealer the book is invaluable. Its usefulness would have been greater, however, had space been provided for additional notes on values to be added. Part of the enormous records of auction prices of a score of years ago, and of doubtful historical interest at best, could have been omitted to provide this space without injuring the work's usefulness in the slightest.

Mr. Peters' introduction contains sound advice both as to the probable future values of Currier & Ives prints, what prints to collect, (of the 6000 titles there are those to fit every purse and the man of moderate means can still collect all but the very rarest), and how to collect them. The illustrations to Mrs. Cooper's work, done by the same method as those of Mr. Peters', conform to the same standard of high excellence.

The growth of interest in these prints, surprising only by its late development recently has caused amazing advances in retail prices, and one can not even guess at future developments. It seems most probable, though, that the present interest and general recognition of their importance will tend to cause a steady increase in values. However this may be, the general reader, the student of American cultural history, the confirmed collector and the trade in general owe a debt of lasting gratitude to the energy, farsightedness and scholarship of Mr. Peters whose monumental work will always remain a tribute to both the house of Currier and Ives and his own enthusiasm, knowledge and ability.

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Current Rare Book Notes

Frederick M. Hopkins

WE are in the midst of a very dull summer season so far as the rare book trade is concerned. There are plenty of reasons for this. The rare book trade is accustomed to take a vacation in July and August; the book shops are not closed but little effort is made to create sales. The trade appears to be relaxing more than usual this summer. This is partly due to the fact that the rare book stock coming into the market is greatly reduced and collectors naturally are not showing the old time interest. Nothing promotes trade like a good supply of fresh rarities. Last but not least, the general business depression is keenly felt, dealers are lacking in enthusiasm, and many collectors are having their problems, and book collecting is temporarily laid aside. The information comes from London that when rarities of the first importance appear in the auction room they bring good prices and American collectors are still keen competitors and heavy buyers. After the accustomed midsummer rest, there is no doubt that American collectors will be ready to take advantage of the right kind of material when it is offered in the book shops or in the auction rooms.

AT last a convenient catalog of the great Wordsworth collection formed by Mrs. Cynthia Morgan St. John of Ithaca, N. Y., has been published, under the title: "The Wordsworth Collection, Formed by Cynthia Morgan St. John, and Given to Cornell University by Victor Emanuel," a Catalog compiled by Leslie Nathan Broughtton, Cornell University Library, Ithaca, New York, 1931. This catalog covers nearly 1,200 items, in the following groups: Introduction; Works by Wordsworth; Anthologies containing Selections from Wordsworth; Works about Wordsworth; Tributes to Wordsworth; Parodies on Wordsworth; Association Books and Others of Special Interest; Coleridge; Works by or about Him or Members of His Family; Works on the

English Lake Country; Miscellaneous Works Manuscripts; Portraits, other Pictures, Bust and Lantern Slides; Relics; Index. This very much abbreviated outline gives some idea of the breadth and comprehensiveness of this remarkable collection. This collection was seriously begun by Mrs. St. John in 1883 and was actively continued until her death in 1919. With the aid and encouragement of the foremost Wordsworth scholars of the time, including William Knight, Edward Dowden, James Dykes Campbell, John R. Tutin, Thomas Hutchinson, Hiram Corson, Thomas J. Wise, she succeeded in forming one of the finest collections of its kind ever brought together. After Mrs. St. John's death in 1919, her family found it necessary to part with the collection and it was purchased by Victor Emanuel, of the Cornell University Class of 1919, and presented to his alma mater. Through his aid more than 100 volumes have been added during 1930, including some that are very rare and important. This catalog will be of the greatest interest and value to Wordsworth students and collectors.

THOMAS F. MADIGAN, 2 East 54th Street, has come into the possession of a letter written by Galileo Galilei, 1564-1642, Italian astronomer and experimental philosopher, to his patron, Cosimo de Medici, in which he explains the advantages in naval warfare of the telescope, the invention of which is credited to him. Assuring his patron that he would keep his invention a secret, Galileo said: "The telescope was made for the most accurate study of distances. It has the advantage of discovering the ships of enemies two hours before they could be seen with the natural vision and to distinguish the number and quality of the ships and to judge their strength and be ready to pursue them, to fight them or to flee." Galileo first became interested in the telescope in 1609, when rumors of a similar invention had reached Venice. After some experimenting

he succeeded in making a telescope of three-fold magnifying power, which he rapidly improved until he attained to a power of 32, and his instruments, of which he manufactured hundreds with his own hands, were soon in demand in every part of Europe. When in September, 1610, Galileo finally abandoned Padua for Florence, his researches with the telescope had been rewarded with the appointment for life to his professorship with a high salary. This newly discovered letter is apparently of the greatest personal interest. Its genuineness is certified in a letter by Cardinal Pietro Maffi, archbishop of Pisa.

J & E. BUMPUS, the famous Oxford St. Bookshop of London, is holding an exhibition this month of its manuscripts and books connected with the publishing history of John Murray, illustrating its activities since its foundation in 1768. Much is shown that has never been on public view before, including treasures from the unique collection of Byroniana which successive heads of the firm have preserved at Albemarle Street. Among the famous manuscripts and other exhibits are letters from a long line of distinguished authors associated not only with the Albemarle Street house, but also with the firm of Smith, Elder, which was amalgamated with John Murray in 1917. The exhibition has attracted a great deal of attention, especially from visitors in London. Such an exhibit shows among other things how the function of publishing as a separate institution gradually developed out of bookselling.

CATALOG No. 38, "Fifty Famous First Editions Published in the last Fifty Years," comes from Elkin Mathews Limited, of London. It is 4 by 6 inches in size and contains one item to the page, and is an effective piece of typography. Among the items are Barrie's "Old Licht Idylle," £90; Bennett's "The Old Wives' Tale," £90; Housman's "A Shropshire Lad," £65; O. Henry's "Cabbages and Kings," £28; Jefferies' "The Story of My Heart," £10; Mark Twain's "The Adventures of Huckleberry Finn," £40; and Wilde's "The Ballad of Reading Gaol," Japan vellum copy, £35. There is constant evidence of the revision of prices

downward which this firm announced some months ago.

THE current catalog (No. 447) of Bernard Quaritch Limited, of London, contains some very rare items of Americana, among them George Gardiner's "A Description of the New World, Or, America Islands and Continents," etc., London, 1651, one of five or six known copies, £250; Ralph Hamor's "A True Discourse of the Present Estate of Virginia, and the Successe of the affaires there till the 18 of June, 1614." small 4to, London, 1615, £1,150; and Hakluyt's "The Principall Navigations, Voiages And Discoveries of The English Nation, made by Sea or ouer Land," etc., small folio, antique calf, London, 1589, the first edition of Hakluyt's collection of voyages, £225.

"TYPOGRAPHY, A Catalogue," by Birrell & Garnett, of London, containing selections of two centuries arranged under the headings, "Printing Manuals," "Type Specimens," "Italic Type Designs," "Roman Type Designs," "Script Type Designs," and "Greek Type Designs," will be of special interest to all collectors or students in this field. The catalog is an attractive bit of typography in itself.

Catalogs Received

Autograph letters, documents and manuscripts. (No. 540; Items 939.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

Books on cookery, gardening and botany. (Items 236.) Davis & Orioli, 30 Museum St., London, W. C. 1, England.

Books about books, early presses, first editions, incunabula, poetry, Bibles, etc. (Items 354.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

Fiction, juveniles, and miscellaneous titles, mostly in our library bindings. H. R. Hunting Co., Inc., Myrick Building, Springfield, Mass.

First editions, limited editions, etc., books by George Ade, James Branch Cabell, Willa Cather, A. E. Coppard, etc. Philip C. Duschnes, 507 Fifth Ave., New York City.

Old books. (No. 997; Items 246.) James Tregaskis & Son, 66, Great Russell St., London, W. C. 1, England.

Oriental books. Luzac's, 46 Great Russell St., London, W. C. 1, England.

Second-hand books on the history and geography of the Orient. (No. 13.) Luzac & Co., 46 Great Russell St., W. C. 1, England.

Wars of America, being original documents, letters, books and pamphlets dealing with King William's, Queen Anne's, King George's and French and Indian Wars, the Revolution, War of 1812, Seminole, Mexican and Civil Wars. (Items 227.) William Todd, Mt. Carmel, Conn.

American First Editions

Edited by Merle Johnson

JOHN (RODERIGO) DOS PASSOS 1896—

Compiled by Merle Johnson

DOS PASSOS is by turns poet, essayist, novelist, playwright, and artist. The realistic "Three Soldiers" was the first of the 'war disillusion' books to create a stir in America. On the whole Dos Passos' writings are mainly studies of the social order, using his various mediums to make his points.

"One Man's Initiation—1917." *London*, 1920.

First edition so stated on copyright page.

"Three Soldiers." *New York*, (1921.)

"Rosinante to the Road Again." *New York*, (1922.)

Essays.

"A Pushcart at the Curb." *New York*, (1922.)

Verse.

"Streets of Night." *New York*, (1923.)

"Manhattan Transfer." *New York*, (1925.)

First edition so stated on copyright page.

"Orient Express." *New York*, 1927.

First edition so stated on copyright page. Illustrated by the author.

"The 42nd Parallel." *New York*, 1930.

First edition so stated on copyright page.

"1919." *New York*, 1931.

First edition so stated on copyright page.

"Eight Harvard Poets." *New York*, 1917, contains seven poems by Dos Passos.

"The Garbage Man." A Play. *New York*, (1926.)

"Facing the Chair: A Story of the Americanization of Two Foreign Born Workmen," *Boston*, 1927.

"Airways, Inc." A Play. *New York*, (1928.)

"Panama, or, Adventures of My Seven Uncles," by Blaise Cendrars. Translated and with illustrations by Dos Passos, *New York*, 1931. First edition so stated on copyright page. To be issued, Fall, 1931. Limp board, wallet edges.

John Dos Passos' "Manhattan Transfer," by Sinclair Lewis, *New York*, 1926. Limited to 975 numbered copies, only.

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America on Stone

New Harry T. Peters' Volume for September

FOR this fall Harry T. Peters, industrialist and print-collector, has in preparation for Doubleday in September "America on Stone, Other Printmakers to the American People." More than two-thirds of the edition of 676 copies for sale have already been subscribed, although the retail price is \$75. In a time of depression this is a record, and indicative of the widespread interest in books and records of the nation's past.

"America on Stone" is the story of the printmakers, other than Currier & Ives, who flourished from the twenties of the last century until the commercial single-stone, hand-colored lithograph disappeared altogether. There were more than three hundred firms, hard at work picturing every conceivable phase of life in this country, from New York to San Francisco and south to New Orleans. Men like Whistler, Winslow Homer, Eastman Johnson, Rembrandt Peale and others as well known were making lithographs then, and in a day when photography and photo-engraving were equally unknown, they made prints which were the news-reels, the rotogravure sections and the tabloids of their day. In their pictures are preserved the costumes, the scenes and the manners of the early nineteenth century.

The illustrations for "America on Stone" are bound in with the text in sets of sixteen, include one hundred and thirty-six full page plates in three colors and eighteen in five colors, all printed by the Zeese-Wilkinson similestone process of off-set lithography; together with rare letters and early portraits and documents reproduced in exact facsimile by lithography. The paper is being milled especially for this edition, and the volume will be hand-folded and bound in imported cloth. The four hundred pages of text supply an authoritative catalog of every known lithographer, and of the work each one did.

A point for the bookseller who is also interested in prints to watch is the probable result on the print market of the publication of this book. The appearance of

the first volume of "Currier & Ives" was the signal for an intense interest in the prints described and an increased demand which brought in its trail increased prices. There is every possibility that "America on Stone" will have the same result in its field.

New Limited Editions Club Catalog

THE limited Editions Club has issued a new catalog containing plans for twelve new books to be issued to its members as the third series of the Club's publications. After the Club was organized, in 1929, the first series of publications included twelve books illustrated by well-known American artists and printed by well-known American printers. Then the Club began publication of a second series of twelve books illustrated and printed in the various countries of Europe. Now, in its third catalog, the directors of the Club announce that they desire the members to have in their libraries a conspectus of fine book printing throughout the world; and there is, therefore, in this series, an edition of Lafcadio Hearn's "Kwaidan" which is being made in Tokyo, and an edition of "The Confucian Analects" which is being made in Shanghai. The high spots of this new series, from the literary standpoint, are the publication, at the time of the Goethe Centenary in March of next year, of Alice Raphael's new translation of "Faust"; the preparation by Jacques Le Clercq of a completely new translation of Balzac's "Droll Stories"; and the first complete translation, by Lionel Giles of the British Museum, of the sayings of Confucius. For the collector there are the unique volumes to come from China and Japan; a new edition of "Alice in Wonderland" reproducing the original drawings by Sir John Tenniel; an edition of Dickens' "The Chimes" with illustrations by Arthur Rackham; and the printing for the Club of books by Elmer Adler and John Henry Nash.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

JUST at the moment when economic conditions in Germany are at a crisis comes a timely book by the former president of the German Reichsbank, Hjalmar Schacht. Displays of this book in combination with the newspaper headlines of the past few days should sell quantities. "The End of Reparations" is an appeal to business-minded people to save Germany, and the world financial system. Another book of similar interest is "America We Need You" by E. Muller-Sturmheim, a German economist and newspaper man, whose thesis is that only America can guarantee the future of world peace.

"The Success of the Five-Year Plan" by Molotov is this week's book on Russia. The author is chairman of the Council of Peoples' Commissars, U. S. S. R. "How's Business?" contains the radio talks of Merle Thorpe, editor of *Nations's Business*.

Most of this week's books, however, come under the heading of popular summer fiction. Grosset & Dunlap issued a number of their Popular Copyrights on the fifteenth among them the first novel "Red Harvest" by Dashiell Hammett, author of the popular "Glass Key." His second book, "The Maltese Falcon" is already in a reprint edition, and all three should be featured when the talkie "Maltese Falcon" comes to your town. The same firm also issued new Novels of Distinction listed under Earhart, Galsworthy, Undset and Wassermann, and books in the

Universal Library by Wilde, Dostoievskii and Zola. Among the new novels noted are "The Secret Lover" by Bloom, which is the first book to appear in Dutton's new special rental library format, a reissue of Anne Douglas Sedgwick's "Tante," and others by Oppenheim, Cronin, Archer, Latzko, Pakington, Garrett, and Baptist. Some detective stories of the week are listed under King, Eppley, Wallace, Shay, Beeding and Magill.

Non-fiction reprint publishers also have been busy. New Blue Ribbon Books appear under Benchley, Jones, Meyer, and Vane Dine, and Star Books under Mencken and Thomas.

Some good new juveniles are "Smug-gler's Luck" by Stackpole, "Jack of the Circus" by Brandeis, and the beautifully illustrated Hans Andersen omnibus.

Other books of non-fiction of importance to the bookseller are "Portraits in Miniature" by Lytton Strachey, his first volume since "Elizabeth and Essex," the new edition of Lippincott's "Gazeteer of the World," containing the new census figures, and listed under Heilprin, "Society at War," a study of the civilian mind in war-time by Playne, "Makers of Chemistry" by Holmyard, a report of one of the White House Conference committees, "The Home and the Child," an addition to the "American Etchers" series, which completes the twelve-volume set, "Frank W. Benson" and two collections of etchings by Bert Cobb.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of July 18th, 1931

Abbott, Jane Ludlow Drake [Mrs. Frank Abbott]

Minglstreams. 320p. D (Popular copyrights) [c.'23] N. Y., Grosset 75 c.

Ackerson, Luton

Children's behavior problems; 1, Incidence, genetic and intellectual factors. 289p. (bibl. footnotes) diagrs. O (Behavior Research Fund monographs) [c.'31] Chic., Univ. of Chic. Press \$4

A statistical study based upon 5000 children examined consecutively at the Illinois Institute for Juvenile Research.

Allen, C. K.

Bureaucracy triumphant [law]. 148p. D '31 N. Y., Oxford \$2.25

Allen-Siple, Jessie

Lavender and old gold [verse]. 62p. D [c.'31] Bost., Badger bds. \$2

Allsopp, Fred W.

Folklore of romantic Arkansas; 2 v.; lim. numbered ed. 353p.; 387p. il. O '31 Kansas City, Mo., Grolier Soc., 1336 Walnut St. \$10

Andersen, Hans Christian

Forty stories; newly tr. by M. R. James; il. by Christine Jackson. 466p. il. (col.) O [n.d.] Phil., Lippincott \$3

The June choice of the Children's Book Club.

Archer, Owen, pseud. [Augustus George Greenwood]

Green wine. 314p. D c. N. Y., Morrow \$2
A novel laid in England and America about a man who thought he was happiest without women.

Aristotle

De anima; tr. by J. A. Smith. 439p. O (Oxford translation of Aristotle) '31 N. Y., Oxford \$3.50

Atwood, Wallace Walter

The world at work. 351p. il., maps (pt. col.), diagrs. Q (Atwood geography ser.) [c.'31] Bost., Ginn \$1.60

Occupational geography for 7th or 8th grade pupils.

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

Lovers. 297p. D (Popular copyrights) [c.'29] [N. Y., Grosset] 75 c.

Bainbridge, Francis Arthur, M.D.

The physiology of muscular exercise; 3rd ed. rewritten by A. V. Bock, M.D., and D. B. Dill. 280p. (22p. bibl.) diagrs. O (Monographs on physiology) '31 N. Y., Longmans \$5

Baptist, R. Hernekin

Four handsome negresses; the record of a voyage. 242p. map D [c.'31] N. Y., Cape & Smith \$2

The fate of four African Negresses who were actually taken by a Portuguese ship and then set ashore at four different points as emissaries of Christianity is recounted from the author's imagination.

Beck, Clarence V.

Modern combustion, coal economics and fuel fallacies; a popular text-book or manual of the latest developments in fuels and their combustion. 382p. il., diagrs. Q [c.'31] Chic., Mid-West Coal Retailer, 20 W. Jackson Blvd. fab., \$3

Beeding, Francis, pseud. [John Leslie Palmer and Hilary Aidan St. George Saunders]

The three fishers. 283p. D c. Bost., Little, Brown \$2

A mystery story of international intrigue with the British Secret Service pitted against Francis Wyndham.

Benchley, Robert Charles

Twenty thousand leagues under the sea, or, David Copperfield; il. by Gluyas Williams. 239p. O [c.'28] N. Y., Blue Ribbon B'ks \$1

Benson (Frank W.), N.A.; introd. by Charles Lemon Morgan. no p. il. Q (Amer. etchers, v. 12) [c.'31] N. Y., Crafton Collection

bds., \$2.50; set of 12, lim. ed., \$600

This volume completes the set of 12 American etchers.

Bible

The Westminster version of the Sacred Scriptures; The New Testament; v. 4. The Epistle to the Hebrews, The Pastoral and Catholic Epistles, The Apocalypse of St. John. 280p. (bibl. footnotes) front. (map) O '31 N. Y., Longmans \$3.40

Bloom, Ursula [Mrs. Charles Gower Robinson]

The secret lover. 288p. D [c.'31] N. Y., Dutton \$2

A diary which reveals the romantic love affairs of a man who apparently lived a lonely life. The first of the Dutton books in special rental library format—washable pictorial binding, with transparent dust wrapper and "blurb" on the fly-leaf.

Bodenheim, Maxwell

Duke Herring. 242p. D [c.'31] N. Y., Liveright \$2

The story of a writer, an egomaniac who is forced to accept the ridicule he has given others.

Bolitho, Hector

The flame of Ethirdova. 214p. D '31 N. Y., Appleton \$2

The story of the rise and fall of a monastery on a mountain top in the Middle Ages.

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

Rodeo. 309p. D (Popular copyrights) [c.'28, '29] N. Y., Grosset 75 c.

Beyle, Herman Carey

Identification and analysis of attribute-cluster-blocs; a technique for use in the investigation of behavior in governance. 263p. (bibl. footnotes) map diagrs. O [c.'31] Chic., Univ. of Chic. Press \$3

Bispham, George Tucker

The principles of equity; 11th ed. 515p. O '31 N. Y., Baker, Voorhis & Co. buck. apply

Boylan, Elaine, comp.

Trustees' handbook and library laws of Oklahoma; 2nd ed., rev. 48p. O '31 Oklahoma City, Okla., Oklahoma Lib. Commission, Room 331, State Capitol pap., apply

Braunworth type book (The); showing monotype and linotype faces, special characters, accents, borders, ornaments and complicated type setting. 365p. il. O [c.'31] Brooklyn, N. Y., Braunworth & Co. gratis
69 Broadway

Brandeis, Mrs. Madeline

Jack of the circus. 281p. il. D [c.'31]
Chic., Reilly & Lee \$1

A Boy Scout joins the circus in order to help support his family and surmounts many difficulties before he wins success.

Brubacher, Abram Royer, ed.

The volume library; a concise, graded repository of practical and cultural knowledge; 20th ed. 1300p. il. (pt. col.), maps, diagrs. Q '31, c.'11-'31 N. Y., Educators Ass'n, 307 5th Ave. \$10

Buck, Charles Neville

Marked men. 292p. D (Popular copyrights) [c.'29] N. Y., Grosset 75 c.

Burden, Hazel

My barge of dreams [verse]. 156p. il. O [c.'31] Los Angeles, West Coast Pub. Co., 127 S. Spring St. \$1.25; bds., \$2.50

Bynum, Taylor

Audacious fool. 280p. D c. N. Y., Morrow \$2

The romance of a girl whom wealth could not spoil and a man who made over his life on the chance of winning her.

Caplan, Irving

My little manager; a daily success guide and diary. no p. obl.T [c.'31] N. Y., Empire State Pub. Co., 411 E. 53rd St. fab., \$1
A daily record book for recording items of health and behavior as a guide for improvement of both.

Carroll, Eleanor Elliott

The love pretender; a love story. 246p. D [c.'31] N. Y., Chelsea House 75 c.

Caspary, Vera

Music in the street. 306p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Chapman, Gordon

Rex Cole, junior and the crystal clue. 209p. front. D [c.'31] Newark, N. J., Barse & Co. 50 c.

Rex Cole, junior and the grinning ghost. 208p. front. D [c.'31] Newark, N. J., Barse & Co. 50 c.

Chapman, John Jay

Lucian, Plato and Greek morals. 185p. D c. Bost., Houghton \$2
Studies of Lucian and Plato.

Chew, Tobias O., comp.

Practical high school speller; rev. ed. 111p. D [c.'31] Bost., Allyn & Bacon 60 c.

Children's library yearbook, no. 3. 80p. il. O '31 Chic., Amer. Lib. Ass'n pap., \$1.35

Chitwood, Oliver Perry

A history of colonial America. 824p. (bibls., bibl. footnotes) maps O (Harper's historical ser.) c. N. Y., Harper \$3.75

The period of discovery and settlement of the Atlantic seaboard down to 1783 is discussed with especial reference to the social, economic, religious and cultural life of the colonists. By a professor of history in West Virginia University.

Clevely, Hugh

Call the Yard! 318p. D (Crime club) [c.'30, '31] Garden City, N. Y., Doubleday, Doran \$2

Corinna Lesley, a charming young artist, on her own, in London, takes in two lodgers to help pay for her apartment, and one of them is murdered under circumstances which point to her guilt.

Cobb, Bert

Hunting dogs by Bert Cobb; with an article by Freeman Lloyd. no p. Q [c.'31] N. Y., Crafton Collection

bds., \$2.50; lim. eds., \$7.50; \$25

Portraits of dogs by Bert Cobb; with an article by Warren Huttly. no p. Q [c.'31] N. Y., Crafton Collection

bds., \$2.50; lim. eds., \$7.50; \$25

Cohen, Joseph L., and Ring, Alice

The mortgage bank; a study in investment banking. 279p. (3p. bibl.) diagrs. O '31 N. Y., Pitman \$3

Cole, Robert D.

Modern foreign languages and their teaching; educational ed. 598p. (bibl.) D (Appleton special methods ser.) '31 N. Y., Appleton \$3

College and reference library year book, no. 3. 122p. (bibls.) O '31 Chic., Amer. Lib. Ass'n nap. \$2

[Comic backgammon.] 86p. il. S (Barry Vail fac-similes) [c.'31] [N. Y., Rudge] \$3.50, bxd.

A facsimile of a rare book published in London in 1844 entitled "Backgammon: Its History and Practice" by the author of "Whist."

Conger, George Perrigo

A world of epitomizations; a study in the philosophy of the sciences. 619p. (bibl. footnotes) O c. Princeton, N. J., Princeton Univ. Press \$5

A synthesis of the data of the sciences, by an associate professor of philosophy in the University of Minnesota.

Connington, John Jervis, pseud. [Alfred Walter Stewart]

The eye in the museum. 285p. D (Popular copyrights) [c.'29, '30] [N. Y., Grosset] 75 c.

Cooper, Joseph

The love stories of John Wesley; and other essays. 107p. D [c.'31] Bost., Badger \$2

Crockett, William D., and Rolfe, William J.

A satchel guide to Europe; new rev. ed. 597p. '31, c.'30 Bost., Houghton fab., \$5

Bynkershoek, C. van

Quaestionum juris publici libri duo; 2 v. 768p. O [31] N. Y., Oxford \$10

Calvert, E. B., comp

The Weather Bureau. 38p. il. S (U. S. Dept. of Agri., misc. pub'n. no. 114) '31 Wash., D. C., Gov't. Pr. Off., Supt. of Doc. pap., 5 c.

Clevenger, Joseph R.

Clevenger's Practice manual of New York; 9th ed. 2092p. O '31 N. Y., Baker, Voorhis & Co., and M. Bender fab., \$12

Coester, Alfred

A tentative bibliography of the belles-lettres of Uruguay. 30p. O '31 Cambridge, Mass., Harvard pap., 75 c.

Collitz, Klara H.

Verbs of motion in their semantic divergence. 112p. Q (Language monographs, no. 8) '31 Phil., Linguistic Soc. of Amer., Univ. of Pa. pap., \$1.50

Come unto Me. 55p. il. (col.) T (Everyday counsel b'klets.) [31] Milwaukee, Morehouse Pub. Co. pap., 60 c.

Cronin, A. J.

Hatter's castle. 605p. O c. Bost., Little, Brown \$2.50

A study of a super-egoist who dominates all within his influence in a small town near Glasgow.

Curtis, Mary Isabel

England of song and story; a picture of life in England and a background for English literature of the 16th, 17th, and 18th centuries. 425p. il., diagrs. D [c.'31] Bost., Allyn & Bacon \$1.40

Curwood, James Oliver

Green timber; completed by Dorothea A. Bryant. 307p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Dalby, William Ernest

Power and the internal combustion engine. 288p. diagrs. O '31 N. Y., Longmans \$7

Dalton, Test

The richest man on earth. 256p. D [c.'31] N. Y., Lowe Shearon, 359 Front St. \$2
A novel, dealing with the problem of unemployment.

Daly, Carroll John

The man in the shadows. 310p. D (Popular copyrights) [c.'28] N. Y., Grosset 75 c.

De Mille, George E.

Literary criticism in America. 288p. '31 N. Y., Dial Press \$3.50

Dostoevskii, Fédor Mikhailovich

The brokthens Karamazov; tr. by Constance Garnett. 896p. O (Universal lib.) [n.d.] N. Y., Grosset \$1

Earhart, Amelia

Twenty hrs. forty min.; our flight in the Friendship. 314p. il. O (B'ks of distinction) [c.'28] N. Y. [Grosset] \$1

Eden, Rob

Twenty dollars a week. 273p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.
Sally's struggle between love and ambition.

Eddington, May, i.e. Helen Marion [Mrs. Francis Evans Bailey]

Life isn't so bad. 320p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Ellis, Kenneth M.

Dolores Divine; guilty or innocent? 240p. D (Popular copyrights) [c.'31] N. Y., Grosset 75 c.

A murder trial originally presented over the radio.

Elmendorf, Mrs. Theresa West, comp.

Poetry and poets; a readers list. 78p. O '31 Chic., Amer. Lib. Ass'n pap. 75 c.

Empire State; a pictorial record of its construction; il. by Vernon Howe Bailey [lim.

numbered ed.]. no p. il. (col. front) F c. N. Y., Rudge bds., \$15, bxd.

An account of the building of the Empire State Building in New York, by Colonel W. A. Starrett, followed by drawings of the building in all stages of construction.

Eppley, Louise, and Gayton, Rebecca

Murder in the cellar. 311p. D c. N. Y., Morrow \$2

A gay week-end party is interrupted by murder. The setting is an American mining town.

Foerster, Norman, ed.

The chief American prose writers [rev. ed.] 776p. (bibls.) O [c.'16,'31] Bost., Houghton \$2.75

Fraser, Andrew A.

Essays on music. 121p. D '31 N. Y., Oxford \$2

Frenssen, Gustav

The pastor of Poggsee; tr. by Katharine G. Potts. 404p. D '31 Bost., Houghton \$2.50

The War and the German Revolution as they affected the life of Adam Barfood, a quiet, humane, and straight-thinking village parson.

Fretwell, Elbert Kirtley

Extra-curricular activities in secondary schools. 571p. (63p. bibl.) diagr. D (Riverside textb'ks in educ.) [c.'31] Bost., Houghton \$2.75

The author is professor of education in Teachers College, Columbia University.

Freud, Sigmund

Modern sexual morality and modern nervousness. 48p. D '31 N. Y., Eugenics Pub. Co. bds., \$1

Galsworthy, John

Swan song. 368p. D (Novels of distinction) [c.'28] [N. Y.] Grosset \$1

Garrett, William

The man in the mirror; a biographical reflection. 307p. D c. N. Y., Appleton \$2

A satirical novel in which a London broker, wondering how he appears to other people, discovers that his reflection in the mirror has come to life and possesses the hidden side of his own character.

Gray, Clifton Daggett

Youth on the march; as seen from a college chapel. 220p. D c. N. Y., Richard R. Smith \$2

Baccalaureate and First Chapel addresses given during the decade, 1920-1930, at Bates College.

Greene, Ward

Cora Potts; a pilgrim's progress. 277p. D (Popular copyrights) [c.'29] N. Y. [Grosset] 75 c.

Guild, Samuel Eliot

Stock growth and discount tables. 300p. diagrs. O [c.'31] Bost., Financial Pub. Co. fab., \$25

Davis, Edward Parker, M.D.

Complications of pregnancy; 2nd ed. 387p. (bibls.) il. O (Gynecological and obstetrical monographs, v. 4) '31 N. Y., Appleton \$65, set

Diurnal (The); after the use of the illustrious church of Salisbury; ed. by G. H. Palmer; 2nd ed. 528p. T [c.'31] N. Y., Oxford \$2

Ehrenfest, Hugo

Birth injuries of the child; 2nd ed. 333p. (bibls.) O (Gynecological and obstetrical monographs) '31 N. Y., Appleton \$65, set

Ervin, Spencer

The magistrates' courts of Philadelphia. 246p.

(21p. bibl.) O c. Phil., Thomas Skelton Harrison Foundation, 311 S. Juniper St. pap., gratis

Gardner, W. H.

Some thoughts on "The Mayor of Casterbridge." 30p. O (Eng. Ass'n. pamphlet no. 77) [c.'31] N. Y., Oxford pap., 85 c.

Goodridge, G. W. F. R.

Difficult French words. 32p. S '31 N. Y., Oxford 30 c.

Grabau, Amadeus William

The Permian of Mongolia. 708p. (31p. bibl.) il., maps, diagrs. Q (Natural hist. of central Asia, v. 4) '31 N. Y., Amer. Mus. of Natural Hist. \$10

Hammett, Dashiell

Red harvest. 270p. D (Popular copyrights) [c.'27,'29] N. Y., Grosset 75 c.

Hankins, Frank Hamilton

The racial basis of civilization; a critique of the Nordic doctrine; 2nd ed. 400p. map O '31 N. Y., Knopf \$2.75

Hannaford, Donald R., and Edwards, Revel

Spanish colonial or adobe architecture of California, 1800-1850. 120p. il., diagrs. Q '31 N. Y., Architectural B'k Pub. Co. \$7.50

Hauck, Mrs. Louise Platt

Rosaleen. 300p. D (Popular copyrights) [c.'30] [N. Y., Grosset] 75 c.

Heilprin, Angelo, and Heilprin, Louis, eds.

A complete pronouncing gazetteer or geographical dictionary of the world; with a conspectus of the fifteenth census of the United States. 2116p. Q [c.'05-'31] Phil., Lippincott buck., \$12.75

Hester, Edna A.

Books for junior colleges. 201p. O '31, c. '30 Chic., Amer. Lib. Ass'n \$3.25

Heyward, Du Bose

Brass ankle; a play in three acts. 143p. D [c.'31] N. Y., Farrar & Rinehart \$2

Ho, Hsu Chao

A study of the probable effects of the Hawley-Smoot tariff of 1930; a prize essay. 61p. (bibl. footnotes) D [c.'31] N. Y., Free Trade League, 2 W. 45th St. bds., \$1; pap., 25 c.

The winning essay in a contest conducted by the Free Trade League for the best fair, non-partisan study of this new law, written by a student majoring in economics in any American college. The winner is a Chinese student in the University of California.

Hoare, F. E.

A textbook of thermodynamics. 283p. (bibl. footnotes) diagrs. O '31 N. Y., Longmans \$4.50

Holmyard, Eric John

Makers of chemistry. 329p. il., map, diagrs. D '31 [N. Y.] Oxford \$2.50

A history of chemistry from its obscure beginnings up to the establishment of the modern science, for the general reader.

Home and the child (The); report of the

Subcommittee on Housing and Home Management. 182p. (bibls.) il., diagr. O (White House Conference pub'n) [c.'31] N. Y., Century \$2

A study of housing, furnishing, the management of income, and clothing with recommendations by the Committee.

Horler, Sydney

The secret service man. 205p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Heck, Arch O.

A study of the Ohio compulsory education and child labor law. 222p. O (Bur. of educational research, monograph, no. 9) [31] Columbus, Ohio State Univ. pap., \$2

Hilpert, Ruth Ewing

Teachers' manual (for Facts and fancies, b'k. 4; Whys and wherefores, b'k 5; and Scouting through, b'k. 6) 104p. D '31 Phil., Winston pap., 36 c.

Hueston, Ethel Powelson [Mrs. E. J. Best]

Birds fly south. 320p. D (Popular copyrights) [c.'30] N. Y., Grosset 75 c.

Husserl, Edmund

Ideas; general introduction to pure phenomenology; tr. by W. R. Boyce Gibson. 465p. (bibl. footnotes) O (Lib. of phil.) '31 N. Y., Macmillan \$5

The author presents Phenomenology, of which he is the founder, as the most fundamental of all sciences.

Imbert, D. I.

The colored gentleman; a product of modern civilization. 86p. il. (pors.) O c. New Orleans, Author, 4107 Burgundy \$1.25

A novel dealing with problems of the Negro race.

Imms, Augustus Daniel

Recent advances in entomology. 382p. (bibls.) il., diagrs. D '31 Phil., Blakiston's \$3.50

International conferences of American states

(The), 1889-1928; ed. by James Brown Scott. 551p. O (Carnegie Endowment for Internat'l Peace) '31 N. Y., Oxford. \$3.50

Irving, Washington

The legend of Sleepy Hollow; lim. ed. 64p. il. O '31 N. Y., Cheshire House \$18, bxd.

James, Mrs. Mary Ingles

Scientific tone production; 2nd ed. 96p. il. S '31 Bost., Bost. Music Co., 116 Boylston St. \$1.25

Jensen, Frank A.

Current procedure in selecting textbooks. 157p. (5p. bibl.) D [c.'31] Phil., Lippincott \$2.40

Johnson, E. W.

Yaller. 325p. il. D [c.'31] London, O., Madison Press Co. \$1.50

The story of a yellow dog.

Jones, H. A.

The war in the air; being the story of the part played in the Great War by the Royal Air Force; v. 3. 443p. maps O '31 N. Y., Oxford \$7

Jones, Robert Tyre, jr., and Keeler, Oscar Bane

Down the fairway; the golf life and play of Robert T. Jones, Jr. 239p. il. O [c.'27] N. Y., Blue Ribbon B'ks \$1

Judson, Mrs. Clara Ingram

Mary Jane in Switzerland. 213p. il. D (Mary Jane ser.) [c.'31] Newark, N. J., Barse & Co. 50 c.

Hinds, Norman E. A.

The relative ages of the Hawaiian landscapes. 116p. (bibl. footnotes) il., diagrs. Q (Bull. of Dept. of Geological Sciences, v. 20, no. 6) '31 Berkeley, Cal., Univ. of Cal. Press pap., \$1.75

Holmes, George Winslow, and Ruggles, Howard E.

Röntgen interpretation; 4th ed., rev. 339p. (bibls.) il., diagrs. O '31 Phil., Lea & Febiger \$5

King, Rufus

Murder in the Willett family. 318p. map D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$2
A new Lieutenant Valcour detective story—a Crime Club selection.

Kyne, Peter Bernard

Golden dawn. 275p. D (Popular copyrights) [c.'29,'30] N. Y., Grosset 75 c.

Langley, John Prentice

The staircase of the wind, or, Over the Himalayas to Calcutta. 216p. il. D (Aviation ser.) [c.'31] Newark, N. J., Barse & Co. 50 c.

Latzko, Adolf Andreas

Seven days [tr. by Eric Sutton]. 296p. O c. N. Y., Viking Press \$2.50

A novel of modern Germany in which the wealthy Baron Mangien is forced to change places with a poor workman from the slums of Berlin.

Lee, Jay McIlvaine

Minimizing taxes. 1306p. O '31 Kansas City, Mo., Vernon Law B'k Co., 922 Oak St. fab., \$10

Longfellow, Henry Wadsworth

The leap of Roushan Beg; a complete facsimile; ed. by Arthur Christy [lim. ed.]. 37p. Q c. N. Y., Rudge \$5

Facsimiles of the original manuscript, each stanza of which was written on a separate slip of paper, with the same verse now printed on the page below.

Loomis, Alfred Fullerton

Hotspur's cruise in the Aegean. 239p. il., map, diagrs. O [c.'30,'31] N. Y., Cape & Smith \$3

The story of a cruise through the Aegean Isles taken in a 32 foot cutter by the author and his wife.

McCormack, Joseph P.

Plane and solid geometry; educational ed.; 2nd ed. 541p. il. D '31 N. Y., Appleton \$1.64

Magill, Marcus, pseud. [Brian Hill]

Murder out of tune. 320p. D c. Phil., Lippincott \$2

A "lonely bachelor" advertisement brought pleasure loving Joyce to Ronald and a gay party with a tragic ending.

Maine, Sir Henry Sumner

Ancient law. 360p. T (World's classics, no. 362) '31 N. Y., Oxford 80 c.

Malden, R. H.

This Church and realm. 232p. D '31 N. Y., Oxford \$2.75

Marsh, Florence Anne, ed.

Plays for young people. 361p. il. S (Acad. classics for junior high schools) [c.'31] Bost., Allyn & Bacon 80 c.

Mearson, Lyon

The French they are a funny race. 298p. D [c.'31] N. Y., Mohawk Press \$2

The complex love affairs of Edgar Bowman, an American, among the highbrows of Paris.

Mencken, Henry Louis

In defense of women. 226p. O (Star b'ks) [c.'18,'22] Garden City, N. Y., Garden City Pub. Co. \$1

Merriam, Harold Guy, ed.

Northwest verse; an anthology. 355p. D [c.'31] Caldwell, Idaho, Caxton Printers \$3; lea., \$8

Meyer, Jerome S.

How to read character from handwriting (mind your P's and Q's); rev. ed. 188p. O [c.'27,'31] N. Y., Blue Ribbon B'ks \$1

Mobley, Mrs. Mamie Harris

Better than gold [play]. 79p. D [c.'31] Columbus, Ga., Mobley Producing Co. pap., 75 c.

Molotov, V. M.

The success of the Five-Year Plan. 77p. O [n. d.] N. Y., Internat'l Pub's \$1.25

A record of the activities of the Soviet Government by the Chairman of the Council of Peoples' Commissars, with a statement of his government's attitude toward world peace and other problems.

Morris, Earl H., and others

Temple of the warriors at the Maya city of Chichen Itza, Yucatan; 2 v. [archaeology]. 504p.; 170p. il. (pt. col.) '31 Wash., D. C., Carnegie Inst. \$20, hxd.

Mowat, Robert Balmain

Contemporary Europe and overseas 1898-1920; period 9. 416p. (5p. bibl.) maps (pt. col.) D (Periods of European hist.) '31 N. Y., Macmillan \$2.90

A new volume in this series, which was begun with Oman's "Dark Ages" in 1890.

Müller-Sturmheim, E.

America we need you; tr. by Elizabeth Houghton. 160p. D c. Bost., Houghton \$1.75

A German economist and newspaperman believes that America alone can guarantee future world peace and save Europe.

Kanner, Leo, M.D.

Judging emotions from facial expressions. 95p. (2p. bibl.) il. O (Psychological monograph, no. 186) '31 Princeton, N. Y., Psychological Review Co. pap., \$1.50

Kaufmann, Friedrich Wilhelm

Die realistische Tendenz in grabbes Dramen: Erwin Guido Kolbenheyer als Dichter des Lebensproblems. 76p. (bibl. footnotes) O (Smith College studies in modern langs. v. 12, no. 4) '31 Northampton, Mass., Smith College pap., 75 c.

Kenngott, Alfred, ed.

Rheinsagen. 179p. il. S [c.'31] Austin, Tex., Internacia Eldonejo, 9th & Lavaca Sts. \$1

Kosmak, George William, M.D.

The taxemias of pregnancy; 2nd ed. 240p. (bibls.) il., diagrs O (Gynecological and obstetrical monographs, v. 5) '31 N. Y., Appleton \$65, set

Laughlin, Clara Elizabeth

Clara Laughlin's Paris address book for readers of "So You're Going to Paris," 2nd ed. rev. 64p. il. map D c. '31 Chic., Clara Laughlin Travel Services, 410 S. Michigan Ave. pap., 50 c.

"Lead Thou me on." 55p. il. (col.) T (Everyday counsel b'klets.) [c.'31] Milwaukee, Morehouse Pub. Co. pap., 60 c.

Luckiesh, M., and Moss, Frank M.

Seeing; a partnership of lighting and vision [ophthalmology]. 248p. O '31 Balt., Williams & Wilkins \$5

Mellish-Wilson, Mrs. Maud H., and others, eds.

Collected papers of the Mayo Clinic and the Mayo Foundation; v. 22, 1930. 1125p. il. '31 Phil., Saunders \$13

Murphy, Gardner, and Murphy, Lois Barclay
Experimental social psychology. 709p.
(bibls.) il., diagrs. O c. N. Y., Harper \$3.50
An analysis and evaluation of hundreds of experimental studies in social psychology which have been made here and abroad.

Ogg, Frederic Austin, and Ray, Perley Orman
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In This Issue

| | PAGE |
|---|------|
| HAS AN AUTHOR'S FACE SALES VALUE? by Dorothea Lawrance Mann . . . | 231 |
| <i>Miss Mann has made a study to determine what authors' pictures have been most used by news editors and gives the reasons for said pictures' success.</i> | |
| GOVERNMENT GIVES RETAIL TOTALS . . . | 236 |
| <i>According to the 1930 Census of Distribution \$50,000,000,000 is the total sales for business at retail in 1929.</i> | |
| "WAKE UP, MR. BOOKSELLER"? . . . | 237 |
| <i>Letters from three booksellers on John Hiltman's "Keep in the Middle of the Road."</i> | |
| BYRON, INCORPORATED . . . | 239 |
| <i>Detroit's latest and smartest shop is located in the new Fisher Building on Detroit's 57th Street.</i> | |
| EDITORIALS . . . | 240 |
| <i>Rome Convention Signed; Chain Store Costs; In This Crisis, Read; Working on the Vacationists.</i> | |
| SALES NOTES . . . | 242 |
| <i>A Murder Story Window in New Orleans; Rental Library Fees; The Town Crier on Nantucket; A Collection Letter.</i> | |
| CUSTOMERS' CHOICE . . . | 244 |
| IN AND OUT OF THE CORNER OFFICE . . . | 246 |
| MANY CHANGES IN JUVENILE BEST SELLERS . . . | 247 |

Old and Rare Books

| | |
|--|-----|
| ROMANTIC STORIES OF BOOKS by John T. Winterich . . . | 250 |
| <i>XXIII. Pride and Prejudice.</i> | |
| REMARKABLE FIRST EDITION OF HOYLE by Whitman Bennett . . . | 254 |
| TWO NEW WORKS ON CURRIER & IVES by David A. Randall . . . | 255 |
| CURRENT RARE BOOK NOTES by Frederick M. Hopkins . . . | 257 |
| AMERICAN FIRST EDITIONS by Merle Johnson . . . | 259 |
| AMERICA ON STONE . . . | 260 |

Forthcoming Issues

✿ ✿ ✿ Next week's issue will contain two circulating library articles. Ken McCormick, of the Doubleday, Doran Bookshops, Inc., contributes "Circulating Library Problems." Then there is an article by Frank Geraci called "Bookkeeping in Circulating Libraries." There will also be in this issue a portrait sketch of Wilfred J. Funk, New York's publisher-poet. Mr. Funk's book of verse, "Manhattans, Bronxes and Queens," appeared not so long ago under the McBride imprint and is at present a best seller in Manhattan. ✿ ✿ ✿

✿ ✿ ✿ The Bookmaking Department in the August 1st issue will include an article on the Fifty German Books of the Year which are at present on exhibition in Westermann's Bookstore in New York City. Mary McRae McLucas, Guggenheim Fellowship recipient, who has just returned from a year abroad

spent in studying typography, contributes an article on Plantin. This issue will also contain an article on the year's best sellers, the year being July, 1930 to July, 1931. ✿ ✿ ✿

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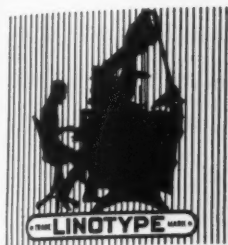
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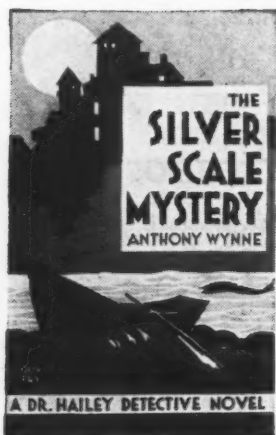
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